

**THE EFFECT OF ENVIRONMENTAL KNOWLEDGE
MODERATION ON THE RELATIONSHIP BETWEEN FACTORS
AFFECTING ELECTRIC CAR PURCHASE INTENTION**

By

Andre Dwithama Pribadi

12108058

BACHELOR'S DEGREE
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FACULTY OF BUSINESS AND COMMUNICATION



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Andre Dwithama Pribadi

Student

02/01/2023

Date

Approved by:



Mochammad Riyadh Rizky Adam, S.T., M.S.M.

Thesis Advisor

02/01/2023

Date

Dr. Ir. Yosman Bustama, M.Buss.

Dean

02/01/2023

Date

Andre Dwithama Pribadi

ABSTRACT

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Mochammad Riyadh Rizky Adam, S.T., M.S.M., Advisor

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Electric vehicle (EV) is one of the newest innovations in the field of transportation, with developments in battery and engine efficiency. However, research on electric cars in Indonesia is still minimal, even though it is proven that electric cars are the best choice for driving that do not have as damaging an impact as conventional cars. This research focuses on the intention to buy electric cars in Indonesia, the purpose of this research is to find out whether a person's *environmental knowledge* has a moderating effect on the relationship between the factors that influence the intention to buy an electric car and the intention to buy an electric car. The data collected will be processed using SEM-PLS. This study found that the moderating effect of the environmental knowledge variable on the relationship between perceived green value and the intention to buy an electric car. Research finds that the higher the environmental knowledge, the stronger the relationship between perceived green value and one's intention to buy an electric car.

Keywords: Green Technology, Green Products, Electric Cars, Indonesia, Moderation Effects, *Environmental Knowledge* .



DEDICATION

I dedicated this work to all the people who have helped me along the way.



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I have found that this is one of the most challenging things I have to do.



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