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THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND BRAND IMAGE ON ELECTRIC CAR PURCHASING DECISIONS IN PEKANBARU CITY

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ABSTRACT

This study aims to analyze the influence of product quality, price, and brand image on electric car purchasing decisions in Pekanbaru City. The increasingly rapid growth of electric vehicles indicates a shift in consumer preferences toward environmentally friendly products, but electric car purchasing decisions are still influenced by various internal and external factors. This study used a quantitative approach by distributing questionnaires to 100 respondents who had purchased electric cars. The analysis techniques used included validity and reliability tests, classical assumptions, and multiple linear regression. The results showed that product quality, price, and brand image each had a positive and significant influence on purchasing decisions. Simultaneously, all three variables were also proven to have a significant influence on consumer purchasing decisions. These findings confirm that consumer decisions in purchasing electric cars are influenced by their perceptions of product performance, the suitability of price to benefits, and brand reputation. This study has implications for automotive companies to improve quality, adjust pricing strategies, and strengthen brand image to encourage market penetration of electric cars in Indonesia.

Keywords:Product Quality, Price, Brand Image, and Purchasing Decisions

INTRODUCTION

The automotive industry in Indonesia is growing rapidly and tends to increase annually. This growth is driven by the public's need and demand for adequate transportation. This is evident in the increasingly crowded city streets and increasingly congested traffic. This is also accompanied by the birth and growth of new companies, which are constantly striving to gain and maintain their market share.(Hutagalung & Waluyo, 2022)

One industry that offers significant potential from this shift in consumer behavior is electric vehicles. The electric vehicle industry has experienced rapid growth in recent years. The rapid development of electric vehicles has prompted the government to take steps towards an era of electric- based transportation. One effort is to establish various policies to accelerate the electric vehicle program, including building supporting infrastructure such as battery charging stations.(Putri & Ramadhani, 2022).

Based on(Rahadiansyah, 2025)The Association of Indonesian Automotive Industries (Gaikindo) reports that electric car sales continue to increase. In 2024, electric car sales in Indonesia were only 0.5 percent. Now, in 2025, the electric car market share will reach 10 percent. Based on wholesale data (distribution from factories to dealers) released by Gaikindo, from January to August 2025, electric car sales reached 50,831 units. With total car sales in Indonesia reaching 500,951 units during the first eight months of 2025, this means that the electric car market share in Indonesia will reach 10.14 percent by August 2025. These electric car sales figures indicate the rapid growth of EVs. The increase is very significant. In 2024, the electric car market share was only 5 percent. Meanwhile, in 2025, just by August (less than a year) it had already reached 10 percent. This represents a twofold increase, even in less than a year. Based on(Siahaan, 2025)Pekanbaru was chosen as a strategic location because it is starting to show growth in electric vehicle usage. In December 2024, electric vehicle development in Pekanbaru showed a significant upward trend, with growth reaching 150 percent. Currently, there are 273 electric vehicles operating in Pekanbaru City.(Surya, 2024). The growth of electric cars in Pekanbaru is predicted to experience a significant surge until the end of 2025. This growth confirms the positive trend of increasing EV adoption, while also reinforcing the urgency of expanding the charging infrastructure (SPKLU).

The above phenomenon indicates that demand for electric cars in Indonesia is increasing, in line with the global trend toward environmentally friendly mobility. In an era of intense competition in the automotive industry, particularly in the electric vehicle segment, factors such as product quality, price, and brand image play a significant role in influencing consumer purchasing decisions. According to(Sungadji &

Sopiah, 2024)Purchasing decisions are the process by which consumers seek solutions to meet their needs or desires. This process is heavily influenced by consumer behavior and includes evaluating a number of available options.

Product quality is an important factor in consumer purchasing decisions, especially when purchasing expensive products such as electric cars.(Kotler & Keller, 2016)that product quality is one of the factors that determines the level of satisfaction of a product consumer, pricing, distribution, and promotion. According to(Putri & Ramadhani, 2022)Product quality is defined as a consumer's perception of how well a product meets their expectations. Product quality depends not only on physical characteristics but also on the consumer's experience using the product. Product quality is another crucial factor in the decision-making process; consumers tend to seek products that are reliable, safe, and have adequate features.

Besides product quality, price is a crucial factor in purchasing decisions, particularly in Indonesia, where many consumers tend to be price sensitive.(Muslim et al., 2024)Price is also a key consideration in purchasing decisions. Although electric cars tend to be more expensive than conventional cars, falling battery prices and government incentives can make them more affordable. Consumers will consider the value of the electric car they purchase, including operational cost efficiency and long-term environmental benefits.

Brand image is also one of the elements that influences consumer decisions about what to buy. According to(Kotler & Keller, 2016) Brand image is the consumer's assessment of a brand that arises when consumers have experience, communication and interaction with the brand. According to(Fonna, 2019)In marketing, brand image serves as a promotional tool that can create a positive impression in the minds of consumers. Therefore, understanding the influence of brand image on purchasing decisions is crucial for marketers and brand managers in designing appropriate marketing strategies.

Based on the existing problem background, the author formulates the problems in this research, namely: (1)Does Product Quality have a partial positive and significant effect on the Purchase Decision for Electric Car Products in Pekanbaru City? (2) Does Price have a partial positive and significant effect on the Purchase Decision for Electric Car Products in Pekanbaru City? (3) Does Brand Image have a partial positive and significant effect on the Purchase Decision for Electric Car Products in Pekanbaru City? (4) Do Product Quality, Price, and Brand Image have a significant effect on the Purchase Decision for Electric Car Products in Pekanbaru City?

LITERATURE REVIEW

Buying decision

Adapted from the book Product Purchasing Decisions by(Arfah, 2022), Kotler and Armstrong explain that the purchasing decision is the stage in the buyer's decision-making process where the consumer actually buys. This means how products, services, ideas, or experiences can meet the needs and desires of individuals, groups, and organizations to make choices, purchases, and uses..(Putri & Ramadhani, 2022)states that purchasing decisions are a selection process where consumers choose between two or more alternatives when shopping. According to Indrasari in(Karlina et al., 2024) Consumer purchasing decisions are activities of individuals who are directly involved in making decisions to purchase products offered by sellers. Meanwhile, according to(Gunawan, 2022)Purchasing decisions are an activity, action, and psychological process that occurs in consumers before making a final decision to fulfill the needs and desires of individuals, groups, and organizations.

Product Quality

A company's activities must have certain products that can be offered to consumers. Products are defined by Kotler and Armstrong in(Dayanti & Turay, 2025)is anything that can be offered to a market to attract attention, acquisition, use, or consumption that can satisfy a desire or need. Product quality is a crucial factor influencing each customer's decision to purchase a product. The better the product quality, the greater the consumer's interest in purchasing it.(Ernawati, 2019). Tjiptono in(Tirtayasa et al., 2021)states that the benefits of product quality include the following: Increased customer loyalty, greater market share growth, higher stock value, more premium product or service selling prices, and increasingly optimal productivity.

Price

According to Kotler & Armstrong in(Fauziah & Tirtayasa, 2022)defines price as one element of the marketing mix that generates revenue, while the other elements represent costs. Based on this definition, to fulfill their needs and desires, consumers must pay a certain amount of money to obtain a product or service. Pricing is very important to pay attention to because it is one of the factors that determine whether or not the products and services offered will sell. Incorrect pricing can have fatal consequences for the product or service offered and result in its unsaleability in the market. In various product and service

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marketing activities, pricing activities are important and crucial.

Brand Image

According to Kotler & Keller in(Putri & Ramadhani, 2022)Brand image is the impression, opinion, or image that customers have of a brand as a result of encounters, conversations, or information they receive. According to Aprilia, N. (2021), brand image is a description of consumers' associations and beliefs about a particular brand. Brand image according to(Rohmanuddin & Suprayogo, 2022)Brand image is a comprehensive perception of a brand based on previous information and experiences. A consumer's perspective, which combines emotional and rational elements, can also be seen as their attention to a particular brand or brand image. Furthermore, a brand's reputation can both enhance and detract from the value of goods and services a consumer can purchase.

METHODOLOGY

This research design is causal, which means it focuses on testing the causal relationship between independent and dependent variables to obtain empirical evidence for the proposed hypothesis.The population to be studied in this research is all residents of Pekanbaru City who have made a decision to purchase an electric car product.The sample size was determined using the Lemeshow formula, with an error rate of 10%, resulting in a sample size of 100 respondents. The sampling technique used was purposive sampling, with the following criteria: (1) electric car users and (2) having purchased electric car products. Primary data were collected through an online questionnaire (Google Form) distributed to respondents in Pekanbaru via social media such as WhatsApp. Data were analyzed using the Statistical Package for the Social Sciences (SPSS) with several stages of statistical testing, including: Validity and Reliability Tests, Classical Assumption Tests, including normality, multicollinearity, and heteroscedasticity tests. Multiple Linear Regression Analysis was used to test the simultaneous and partial effects of independent variables on the dependent variable.

RESULTS AND DISCUSSION

Validity Test

Validity testing was conducted using SPSS with the corrected item-total correlation test. The results of the validity test are as follows:

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Table 6. Validity Test

Variables	Item	r-Count	r-Table	Decision
Product Quality	X1.1	0.812	0.1966	Valid
	X1.2	0.742	0.1966	Valid
	X1.3	0.782	0.1966	Valid
	X1.4	0.810	0.1966	Valid
	X1.5	0.813	0.1966	Valid
	X1.6	0.777	0.1966	Valid
	X1.7	0.833	0.1966	Valid
	X1.8	0.854	0.1966	Valid
	X1.9	0.846	0.1966	Valid
	X1.10	0.863	0.1966	Valid
Price	X2.1	0.747	0.1966	Valid
	X2.2	0.828	0.1966	Valid
	X2.3	0.840	0.1966	Valid
	X2.4	0.811	0.1966	Valid
	X2.5	0.838	0.1966	Valid
	X2.6	0.809	0.1966	Valid
	X2.7	0.741	0.1966	Valid
	X2.8	0.783	0.1966	Valid
	X2.9	0.768	0.1966	Valid
	X2.10	0.871	0.1966	Valid
Brand Image	X3.1	0.820	0.1966	Valid
	X3.2	0.808	0.1966	Valid
	X3.3	0.837	0.1966	Valid
	X3.4	0.858	0.1966	Valid
	X3.5	0.812	0.1966	Valid
	X3.6	0.769	0.1966	Valid
Buying decision	Y1	0.805	0.1966	Valid
	Y2	0.813	0.1966	Valid
	Y3	0.749	0.1966	Valid
	Y4	0.781	0.1966	Valid
	Y5	0.833	0.1966	Valid
	Y6	0.731	0.1966	Valid
	Y7	0.793	0.1966	Valid
	Y8	0.637	0.1966	Valid

Source: Data Processing Results, 2025

Based on the table above, the validity test results for the four variables are declared valid. It can be concluded that the product quality, price, brand image, and purchasing decision variables have a correlation coefficient value of >0.30 and a P-value of 0.000 <0.5. Therefore, it can be concluded that all questions used in this study are valid.

Reliability Test

Reliability testing was conducted by calculating the Cronbach's alpha value of each instrument, with a Cronbach's alpha value > 0.6. The results of the reliability test can be seen in the following table:

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ISSN Online : 2613-9774

Table 7 Reliability Test

Variables	Cronbach's Alpha	Critical Value	Decision
Product Quality	0.943	0.6	Reliable
Price	0.939	0.6	Reliable
Brand Image	0.900	0.6	Reliable
Buying decision	0.901	0.6	Reliable

Source: Data Processing Results, 2025

The table above shows that Cronbach's alpha is > 0.6, indicating that the measuring instrument used in this study is reliable and trustworthy. It can be concluded that the items in the four variables are worthy of research.

Classical Assumption Test Normality Test

Normality testing was conducted using the Kolmogorov-Smirnov (KS) non-parametric statistical analysis method with the help of SPSS 25.0 for Windows. Data were considered normal if the significance value of the Kolmogorov-Smirnov test was greater than 0.5.

Table 8 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parametersa,b	Mean	,0000000
	Standard Deviation	2,306222
Most Extreme Differences	Absolute	,131
	Positive	,084
	Negative	-,131
Test Statistics		,131
Asymp. Sig. (2-tailed)		,100c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data Processing Results, 2025

Based on the SPSS output table above, the significance value of Asymp. Sig (2-tailed) is 0.100 > 0.05. Therefore, based on the decision-making basis for the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed. Therefore, the assumption or requirement for normality in the regression model has been met.

Multicollinearity Test

The multicollinearity test aims to determine whether a regression model detects correlation between independent variables. A good regression model should have no correlation between independent variables. If the tolerance value is > 0.1 or the VIF is < 10, it can be concluded that there is no multicollinearity.(Sinendra et al., 2024). The results of the multicollinearity test are as follows:

Table 9 Multicollinearity Test Results

Variables	*Collinearity Statistics*		
	Tolerance	VIF	Information
Product Quality(X1)	0.221	4,519	There is no multicollinearity
Price(X2)	0.259	3,866	There is no multicollinearity
Brand Image(X3)	0.259	3,865	There is no multicollinearity

Source: Data Processing Results, 2025

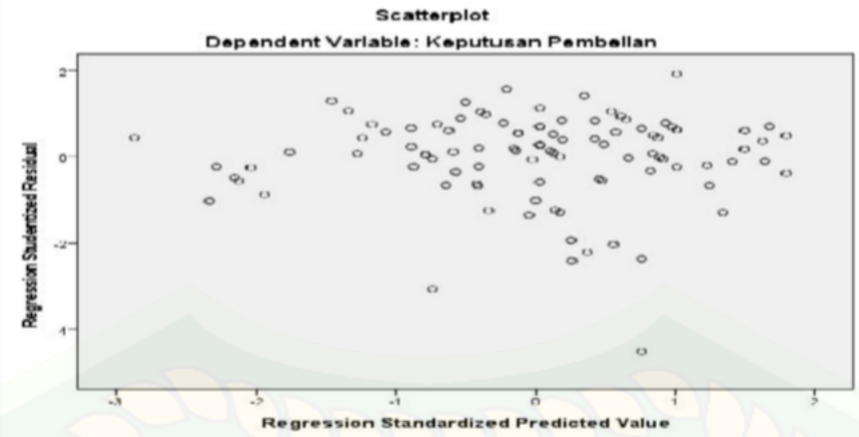
Based onFrom the table above, the VIF values for all independent variables are <10 and tolerance >0.10. Thus, it can be concluded that there are no symptoms of multicollinearity in the regression model.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the variance and residuals in a regression model are similar from one observation to another. The results of the heteroscedasticity test

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can be seen in the table below:



Based on the scatterplot graph above, it can be seen that the points are spread above and below the number 0 on the Y axis. This can be concluded that there is no heteroscedasticity, so the regression model can be used in this study.

Multiple Linear Regression Test

Multiple linear regression analysis is an analysis method used to assess the relationship between two or more independent variables on one dependent variable.(Ghozali, 2021)The results of the multiple linear regression test can be seen in the table below:

Table 10 Multiple Linear Regression Test

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1,330	1,688		,788	,432		
	Product Quality	,216	,082	,274	2,648	,009	,221	4,519
	Price	,280	,079	,338	3,536	,000	,259	3,866
	Brand Image	,425	,126	,322	3,365	,001	,259	3,865

a. Dependent Variable: Purchasing Decision

Source: Data Processing Results, 2025

Based on the table above, it shows that the regression equation that can be produced is as follows:

$Y = a + \beta 1\ X1 + \beta 2\ X2 + \beta 3\ X3 + e$

$Y = 1.330 + 0.216\ X1 + 0.280\ X2 + 0.425\ X3 + e$

Partial Test (t-Test)

This test was conducted to determine whether the independent variables Product Quality (X1), Price (X2), and Brand Image (X3) had an individual influence on the dependent variable, namely Purchase Decision (Y).

From the equation above, it can be used as a reference to interpret the results of the t-statistic test of the variables Product Quality, Price, and Brand Image, which can be seen in the following table:

Table 11 Partial Test (t)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,330	1,688		,788	,432
	Product Quality	,216	,082	,274	2,648	,009
	Price	,280	,079	,338	3,536	,000
	Brand Image	,425	,126	,322	3,365	,001

a. Dependent Variable: Purchasing Decision

Source: Data Processing Results, 2025

Based on the table above, we can see the respective t-values and significance of the independent variables. The t-table value (one-sided test at 5% alpha) is calculated using the following equation:

T table = n – k – 1 ; alpha/2
= 100 – 3 – 1 ; 0.05/2
= 96 ; 0.025

= 1.985 (see t table with df = 96 at significance level 0.05) Description =
n = number of samples
k = number of independent variables 1 = constant
a = confidence level (0.05)

1. Product Quality. The calculated t-value was 2.648 with a significance of 0.009. Thus, it is known that the calculated t (2.648) > t table (1.985) or significance (0.009) < 0.05. This means that Product Quality has a significant effect on Purchasing Decisions. Therefore, the first hypothesis (H1) is accepted.
2. Price. The calculated t-value was 3.536 with a significance level of 0.000. Thus, it is known that the calculated t-value (3.536) > t-table (1.985) or the significance level (0.000) < 0.05. This means that price has a significant effect on purchasing decisions. Therefore, the second hypothesis (H2) is accepted.
3. Brand Image. The calculated t value was 3.365 with a significance of 0.001. Thus, it is known that the calculated t (3.365) > t table (1.985) or significance (0.001) < 0.05. This means that Brand Image has a significant effect on Purchasing Decisions. Therefore, the third hypothesis (H3) is accepted.

Simultaneous Test (F Test)

F-test To determine whether the independent variables together are able to explain the dependent variable well or whether the independent variables together have a significant influence on the dependent variable. In the table*Anova*The influence of the independent variables Product Quality, Price, and Brand Image on the dependent variable Purchase Decision is examined. After analysis using SPSS 23, the following output was obtained:

Table 12 Simultaneous F Test

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1790,203	3	596,734108,796	,000b	
	Residual	526,547	96	5,485		
	Total	2316,750	99			

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Brand Image, Price, Product Quality

Source: SPSS Data Processing Results, 2025

Based on the table above, the calculated F value is 108.796 with a significance level of 0.000. Meanwhile, the F table value at a significance level of 5% with the equation:
= n – k – 1 ; k
= 100 – 3 – 1 ; 3
= 96 ; 3
= 2,699

Where n is the number of samples, k is the number of independent variables and 1 is a constant. Thus, the results obtained F count (108.796) > F table (2.699) or significance (0.000) < 0.05. Thus, it can be seen that Product Quality, Price, and Brand Image together have a significant effect on E-Impulse Buying. So the fourth hypothesis (H4) is accepted.

Determinant Coefficient Test

The R-square coefficient of determination test is used to measure the model's ability to explain variations in the dependent variable. The coefficient of determination is between 0 and 1. A small R- square value indicates that the independent variables' ability to explain the dependent variables is very limited. A value greater than 1 indicates that the independent variables provide almost all the information needed to explain the dependent variables.(Ghozali, 2021).

Table 13 Test of Determination Coefficient

Model Summary

Model	R	R Square	djusted R Square	Standard Error of the Estimate
1	,879a	,773	,766	2.34198

a. Predictors: (Constant), Brand Image, Price, Product Quality
b. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2025

Based on the table above, it is known that the coefficient of determination has an Adjusted R Square value of 0.766 or 76.6%, meaning that 76.6% of the variablesPurchasing decisions are influenced by product quality, price, and brand image. The remaining 23.4% is influenced by other

variables not examined.

Based on hypothesis (H1), it is suspected that there is a positive and significant influence between product quality and electric car purchasing decisions in Pekanbaru City. The better the product quality, the more likely consumers are to make a purchase decision. The results of this study support this hypothesis, indicating that product quality is indeed one of the main factors driving purchasing decisions for electric cars. This means that the first hypothesis in the study is accepted.

The results of this study are in line with research conducted by(Putri & Ramadhani, 2022) Concludes that the Product Quality variable has a positive and significant influence on Purchasing Decisions.

Based on hypothesis (H2), which states that there is a positive and significant influence between price and purchasing decisions for electric cars in Pekanbaru City. If the value offered is superior to competitors, consumers will perceive the price as commensurate with the quality. This means that the second hypothesis in the study is accepted. The results of this study align with previous research.(Eldiansyah & Suwarni, 2023)concluded that the Price variable has a positive and significant influence on Purchasing Decisions

Based on hypothesis (H3), it is suspected that there is a positive and significant influence between brand image and purchasing decisions for electric cars in Pekanbaru City. Products with a strong brand image will certainly be recognized and easily recognized by customers. Therefore, one of the main goals of customer service and advertising is to build a positive view of the product. Customers who perceive a product favorably are more likely to purchase it. Therefore, the third hypothesis is accepted. The results of this study are in line with previous research.(Muslim et al., 2024)concluded that the Brand Image variable has a positive and significant influence on Purchasing Decisions.

Based on the hypothesis (H4) which states that there is a positive and significant influence between product quality, price, and brand image on purchasing decisions for electric cars in Pekanbaru City. The results of the research conducted indicate that product quality, price, and brand image are related to consumer purchasing decisions because if the product quality is better, the consumer's likelihood of making a purchasing decision will increase, then if the value offered is superior to competitors, consumers will likely decide to buy, and customers who see the product well tend to decide to buy. so that the fourth hypothesis is accepted.

CONCLUSION

Based on the results of this study, it can be concluded that the decision to purchase an electric car in Pekanbaru City does not occur spontaneously, but rather results from a process of consumer assessment of product quality, price, and brand image. The results of the regression analysis indicate that these three variables have a positive and significant influence, both partially and simultaneously, on purchasing decisions. This confirms that consumers tend to make decisions to purchase an electric car when they assess the product's good performance, adequate features, optimal durability, and attractive design.

This research contributes theoretically by strengthening the understanding that product attributes, price perception, and brand image are key determinants in triggering purchase decisions in high-value product categories such as electric vehicles. The results also support the view that consumer decisions are influenced not only by functional aspects but also by emotional factors and perceptions of brand value.

However, this study has several limitations. First, the scope of the study was limited to residents of Pekanbaru City who had previously purchased electric cars, so the results cannot be generalized to all regions of Indonesia. Second, this study focused solely on a quantitative approach, thus failing to delve deeper into psychological factors and subjective consumer considerations qualitatively. Future research is recommended to expand the scope and incorporate qualitative methods to gain a more comprehensive understanding.

Practically, businesses and the automotive industry can leverage these findings by improving product quality, strengthening design and technological features, and maintaining a consistent, innovative and environmentally friendly brand image. Competitive pricing strategies commensurate with benefits are also crucial for attracting consumers. Furthermore, companies are advised to expand educational and marketing programs that emphasize the advantages of electric cars, particularly those related to energy efficiency and environmental sustainability, to foster long-term consumer trust and loyalty.

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