

CHAPTER IV

CONCLUSIONS & RECOMMENDATIONS

4.1 Conclusions

Research in Jakarta shown a substantial and favorable correlation between multiple parameters and the intention to embrace EVs. Here are some conclusions based on the analysis that has been conducted:

1. H1a: Financial Incentive Policy positively influences Intention to Adopt EVs

Based on the Theory of Planned Behavior, financial incentive policies such as tax reductions can encourage positive attitudes towards electric vehicles (EVs). This is because these incentives reduce the burden of initial costs which are generally the main barrier to the adoption of new technologies. The results of the statistical test show a t value = 4.511 and a p value = 0.000 which is significant at the $p < 0.05$ level. The data confirms that financial incentive policies have a positive influence in forming attitudes towards EVs. These statistics support the analysis that the citizens respond to the policy with a better attitude towards EV adoption.

2. H1b: Financial Incentive Policy positively influences Intention to Adopt EV

Financial incentive policies play a significant role in increasing EV adoption intentions by making purchasing costs more affordable. In theory, financial incentives influence purchasing decisions by providing direct benefits that consumers feel. The test results show a t value = 3.544 and a

pvalue = 0.000, which confirms a significant effect at the $p < 0.05$ level. These supporting statistics indicate that financial incentive policies are effective in encouraging citizens intention to switch to using electric vehicles.

3. H1: Financial Incentive Policy positively influences Intention to Adopt EV Through Attitude towards EVs as an Intervening Variable

Overall, financial incentive policies not only shape positive attitudes towards electric vehicles, but also directly increase the intention to adopt this technology. The results of statistical tests show a significant effect on attitudes ($t = 4.511$, $p \text{ value} = 0.000$) and intentions ($t = 3.544$, $p \text{ value} = 0.000$). These statistics indicate that financial incentives, such as subsidies and tax exemptions, can strengthen citizens attitude towards electric vehicles which ultimately have an impact on increasing the intention to adopt these vehicles.

4. H2a: Convenience Policy positively influences Attitude towards EVs

Convenience policies, such as charging facilities and dedicated parking, provide convenience that contributes to positive attitudes towards electric vehicles. TPB shows that convenient user experience drives the adoption of new technologies. The results of the statistical test show a $t \text{ value} = 3.566$ and a $p \text{ value} = 0.000$, which confirms significance at the $p < 0.05$ level. These data support the analysis that policies that increase convenience have a real influence in forming positive attitudes towards electric vehicles in Jakarta.

5. H2b: Convenience Policy positively influences Intention to Adopt EVs

The convenience of utilizing electric vehicles, such as construction of charging stations in special and strategic places, boosts the intention to embrace electric automobiles. Statistically, this link is significant ($t = 3.040$, $p = 0.001$). The results supporting this research reveal that the convenience policy stimulates individuals to explore utilizing electric vehicles as an alternative to conventional automobiles, especially in major cities like Jakarta.

6. H2: Convenience Policy positively influences Intention to Adopt EV Through Attitude towards EVs as an Intervening Variable

Convenience policies directly affect positive attitudes toward EVs, which then have an impact on the intention to adopt the technology. The test results show significance in attitudes ($t = 3.566$, $p\text{-value} = 0.000$) and intentions ($t = 3.040$, $p\text{-value} = 0.001$). These statistics support that policies that provide additional convenience, play an important role in increasing public interest in EVs in Jakarta.

7. H3: Attitude towards EVs positively influences Intention to Adopt EVs

Positive views regarding EVs, such as the belief that they are environmentally beneficial and cost-effective, have been found to boost adoption intentions. According to the TPB, good attitudes generate strong behavioral intentions. The test findings indicate a t value = 4.436 and a p value = 0.000, which is significant at $p < 0.05$. These results suggest that

attitude towards electric vehicles have a large direct influence on citizens intention to adopt them.

This study finds that financial and convenience policies significantly influence attitudes and intentions to adopt electric vehicles (EVs) in Jakarta. Financial incentives, such as subsidies, and convenience policies, like improved infrastructure, lower adoption barriers and boost EV appeal. These factors align with the Theory of Planned Behavior, which emphasizes both external policies and citizen traits in driving adoption. Despite supportive regulations like Jakarta Governor Regulation Number 38 of 2023, EV adoption remains low, signaling the need for continued citizen education and infrastructure improvements. The study also shows that attitudes mediate the relationship between policies and adoption, meaning positive perceptions of EVs foster greater adoption, helping Jakarta address environmental and traffic issues.

4.2 Recommendations

After conducting research and providing results, researchers provide input and recommendations for further researchers and interest parties. The suggestions given by researchers are as follows:

1. Educating people on the environmental and economic benefits of electric vehicles might increase positive views towards them. Governments and stakeholders may launch social campaigns to raise public awareness of electric cars' crucial role in reducing carbon emissions.

2. Periodic reviews of implemented policies are necessary to ensure that incentives and infrastructure effectively encourage EV adoption. The government may change policy by using a flexible and long-term strategy.
3. Researchers should consider additional variables, such as road privilege policies and information policies, to boost the likelihood of adopting electric vehicles. This study's drawbacks include its cross-sectional character, which only investigates one time and location, necessitating longitudinal or ongoing research.