

CHAPTER IV

CLOSING

4.1. Conclusion

This paper sought to examine empirically how consumers' perceptions of prices; technological capabilities; availability of charging stations; and their level of confidence in a specific manufacturer's ability to deliver quality products influence consumers' decision-making processes when it comes to buying an electric vehicle from BYD, in Semarang:

1. Price Perception (X1) has a positive and significant effect on Consumer Purchase Decision (Y), thus H1 is accepted. (X1) This indicates that consumers' perceptions of the price of BYD electric vehicles play an important role in determining their purchase decisions. When consumers perceive the price of BYD as affordable, competitive, in relation to the quality and benefits offered. This suggests that perceived price fairness and value for money are important considerations for consumers when evaluating BYD.
2. Technology Perception (X2) has a positive and significant effect on Consumer Purchase Decision (Y), thus H2 is accepted. Technological features and capabilities can strengthen consumers in choosing BYD electric vehicles, particularly when the technology is perceived to provide benefits and improve the overall experience
3. Charging Infrastructure Availability (X3) has a positive and significant effect on Consumer Purchase Decision (Y), which means that hypothesis

H3 is supported. This outcome shows that having enough and easily accessible charging stations plays a significant role in influencing customers' choices when buying BYD electric vehicles. When consumers think they can find charging stations and it's not too much effort to get to them, they are more likely to consider purchasing an electric vehicle. This discovery emphasizes how crucial it is to have reliable charging facilities in order to lessen people's worries about the practicality and ease of owning an electric vehicle.

4. Brand Trust (X4) has a positive and significant effect on Consumer Purchase Decision (Y), thus H4 is accepted. This result highlights the positive impact of consumer trust on their buying decision, which illustrates the effect of the BYD brand. By being seen as a trustworthy, reliable, and credible electric vehicle manufacturer, consumers are more likely to gain confidence in the products that BYD provides. Brand trust can help to alleviate uncertainty or risk when considering EV adoption, including for individuals that are not yet as familiar with the brand or technology of electric vehicles.

4.2. Suggestion

Based on the findings of this research, the following strategic recommendations are offered for BYD and relevant stakeholders to strengthen consumer acceptance and purchase decisions toward electric vehicles in Semarang:

4.2.1. Suggestion for BYD

1. BYD should maintain competitive and value-oriented pricing strategies.

As Price Perception Influences Consumer Purchase Decision, BYD should continue to make sure that its electric vehicles are perceived to offer the appropriate value for the price. The clear communication of the features, quality and maintenance benefits, energy efficiency and long-term value of ownership of a BYD electric vehicle can help consumers better understand the overall value offered by the vehicle.

2. BYD need to continue to enhance their technological edge and promote it to customers. BYD should pay attention to the practicability of its electric vehicle technology, as this aspect is a factor of Technology Perception, which is also involved in Consumer Purchase Decision. When discussing battery performance, driving range, safety systems, intelligent features, charging capabilities, and technological innovations, information needs to be clearly communicated and easy to understand. In addition, demonstrations and test drives can give customers a first-hand experience of the benefits of BYD technology.
3. BYD should back the growth and availability of charging stations. The results reveal that charging infrastructure has a significant impact on consumer EV purchase decisions. Thus, BYD should continue to engage the relevant stakeholders, charging network operators and government agencies to improve the availability of charging stations. Providing transparent information regarding charging stations and the process for consumers to charge their vehicles can also help alleviate concerns about EVs.

4. BYD should develop the consumer confidence by being open and clear in communication and consistent with its brand message. As brand trust is an important factor to consumers' purchase decisions, BYD should maintain uniformity and reliability of brand image. Honest and open communication about product characteristics, battery systems, warranty terms, post-purchase support, maintenance or repair requirements, and product performance can foster more consumer confidence. Reliable post-sales services can help reduce consumer perceived risk, and increase their willingness to purchase an electric car from BYD.
5. The consumer awareness should be improved, and BYD should actively inform the consumers of the aspects of owning an EV. There may still be other potential buyers who have some concerns about the battery life of the vehicle, charging the vehicle, maintenance requirements, range of the car and car ownership experience. This means that BYD can conduct educational programs, public exhibitions, test drive events, and other digital resources to help educate people on the realities of EV ownership. Raising consumers' knowledge of the BYD EVs can reduce uncertainty and improve positive attitudes toward EVs.

4.2.2. Academic Suggestion

This research has several limitations that present opportunities for future research.

The following suggestions are proposed:

1. This research has several limitations that present opportunities for future research. The following suggestions are proposed:

2. Future research may expand the research model by incorporating additional variables. This study focuses on Price Perception, Technology Perception, Charging Infrastructure Availability, Brand Trust, and Consumer Purchase Decision. Future studies may incorporate additional factors such as Environmental Awareness, Perceived Value, Government Incentives, Social Influence, Perceived Risk, Driving Range Perception, or After-Sales Service Quality to provide a more comprehensive explanation of consumer purchase decisions toward electric vehicles.
3. Future research might include more participants and more regions in the study. The research in this paper focuses on the behavior of consumers in Semarang City. The next step for further research is to include participants from different cities or regions in Indonesia, particularly cities with various electric vehicle usage rates and charging infrastructure. Expanding the geographical area covered could enhance the applicability of the results.
4. Future research can be compared to different electric vehicle manufacturers in future studies. This study is an in-depth study of the BYD Electric Vehicles. Future study can be comparing BYD with other Indonesian electric vehicle companies. Such comparisons could provide deeper understanding of the impact of factors like price perception, brand trust, charging infrastructure availability and technology perception on different EV brands.
5. Future studies could examine the differences between people who are considering buying a BYD and people who already own a BYD.

Consumers who want to purchase an EV may have different opinions than those who are already customers of BYD EV. Future research could include analysis of differences between these groups to determine if there are any differences in perceptions of price, technology, charging facilities, brand reliability, as well as purchase behavior.

6. Future studies could look into how government policies and incentives play a role. Consumer choice will be impacted by government incentives, such as buying incentives, tax incentives, building charging stations, and other electric vehicle initiatives. Considering these factors in the subsequent studies can give a complete idea of the external factors that affect EV adoption in Indonesia.