

ABSTRACT

The development of electric vehicles in Indonesia has shown significant growth, but their adoption still faces challenges such as relatively high prices and limited charging infrastructure. These conditions make it important to understand the psychological factors that influence consumer purchase intentions. This study aims to analyze the influence of independent variables, namely perceived ease, perceived usefulness, and environmental awareness on purchase intention, with attitudes toward environmental products as a mediate variable. The study uses a quantitative approach through the distribution of online questionnaires to 133 respondents residing in Central Java and the Special Region of Yogyakarta. The data were analyzed using Structural Equation Modeling (SEM) AMOS to test the relationship between variables. The results showed that all independent variables had a significant effect on both attitudes toward green products and the intention to purchase electric vehicles. These findings confirm that ease of use, perceived usefulness environmental awareness not only shape consumers' positive attitudes but also increase their desire to adopt electric vehicles.

Keyword: *Perceived Ease of Use, Perceived Usefulness, Environmental awareness, attitude toward environmental product, purchase intention, electric vehicle*

