

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Description of data

In this chapter, the researcher would like to describe the data that has been collected during this research. The researcher collected the data by using the instruments such as online questionnaires { Google forms }

The data description is a description of the data that has been collected without intending to make a generalized conclusion.

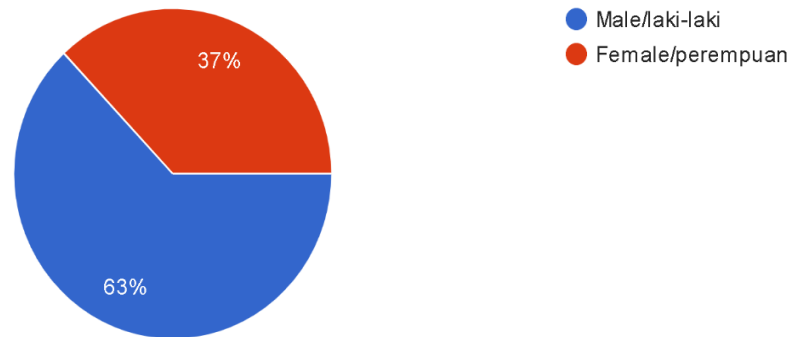
4.1.1 Respondent Characteristics Description

In this research, the Respondent's Description explains the characteristics of the respondents based on Gender, Respondent Age, Respondent's Profession, Respondents' Education levels, Information Regarding car ownerships. and the total of respondent. The following are the resulted of the Respondents' Description of each characteristic:

Gender

Pie-chart 1 Gender

Gender/ Jenis
100 responses



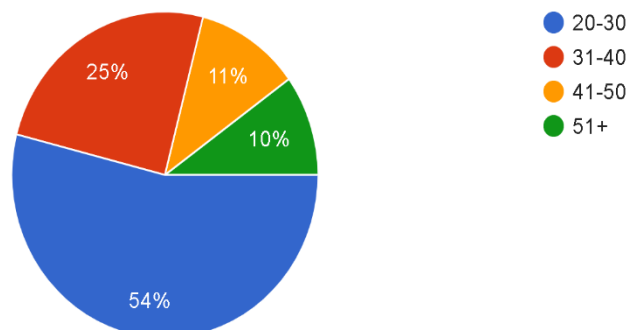
Source: Research Results (2023)

From the chart above, it can be seen that the percentage of respondents consists of 63 (63%) men and 37 (37%) women. It can be concluded that the majority of respondents are men.

Age

Pie-chart 2 Age

Age/Umur
100 responses



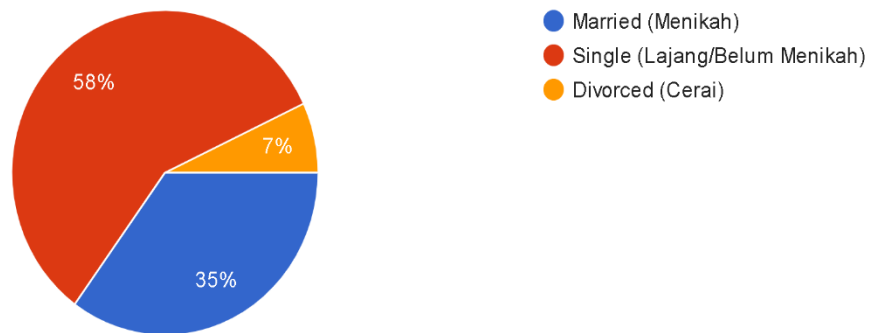
Source: Research Results (2023)

From the chart above, it can be seen that the percentage of respondents consists of (54%) aged between 20-30, 25% [31-40], 11% [41-50] and 10% 51 and above. It can be concluded that the majority of respondents are aged 20-30.

Marital status

Pie-chart 3 Marital Status

Marital status (Staus Perkawinan)
100 responses



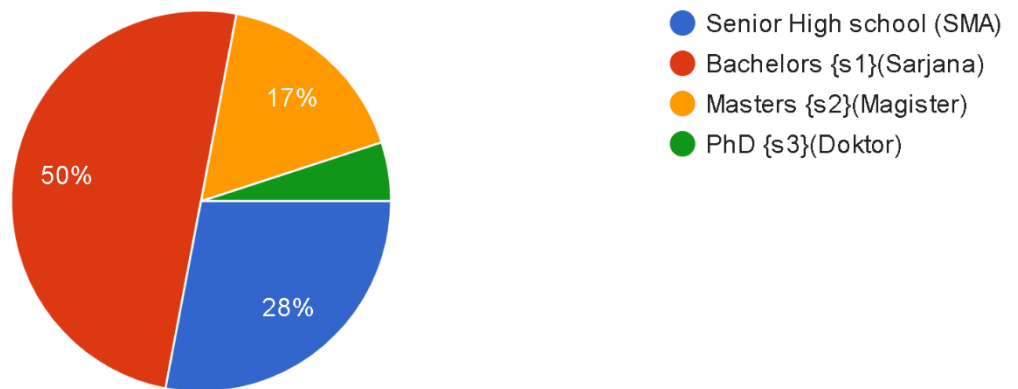
From the chart above, it can be seen that the percentage of respondents consists of 58% are single, 35% are married and 7% are divorced. It can be concluded that the majority of respondents are single.

Education level

Pie-chart 4 Education Level

Education level / Tingkat Pendidikan

100 responses



From the chart above, it can be seen that the percentage of respondents consists of 50% are Bachelor's degree holder, 28% are High school graduates, 17% are Master's degree holders and 5% are PhD holders.

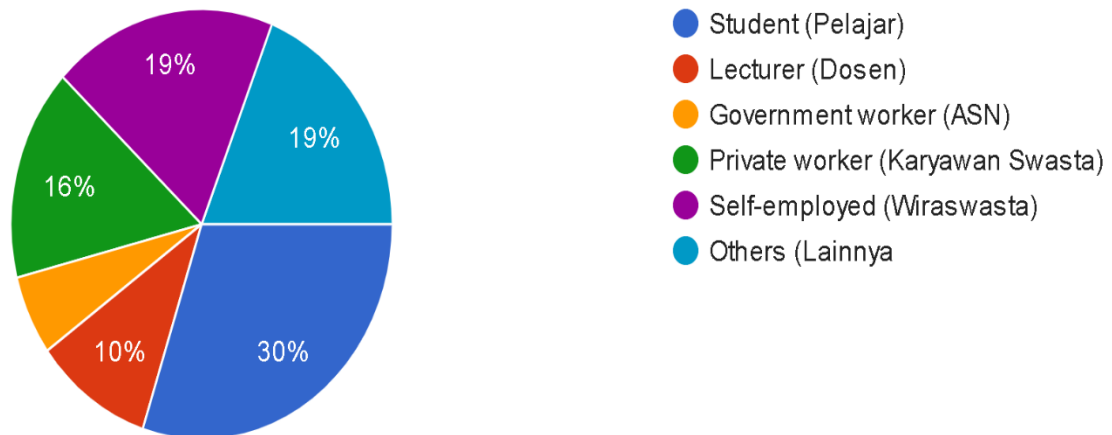
It can be concluded that the majority of respondents are Bachelor's Degree Holders.

Occupation

Pie-chart 5 Occupation

Occupation (Pekerjaan)

100 responses



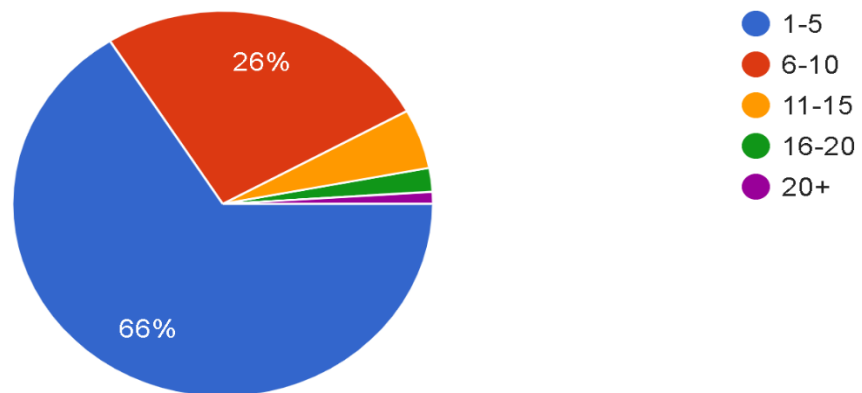
From the chart above, it can be seen that the percentage of respondents consists of 30% are students, 19% are self-employed, 10% are lectures, 16% are private workers, 6% are government workers and 19% have other types of jobs they do.

It can be concluded that the majority of respondents are students.

Income per month

Pie-chart 6 Income per month

Income per month {rp million}(Pendapatan per bulan (Rupiah Juta)
100 responses



From the chart above, it can be seen that the percentage of respondents consists of 66% earning between 1-6 Idr per month, 26% earn 6-10 Idr per month, 5% earn 11-15 Idr per month, 2% earn 16-20 Idr per month and 1% earn 20+ Idr per month.

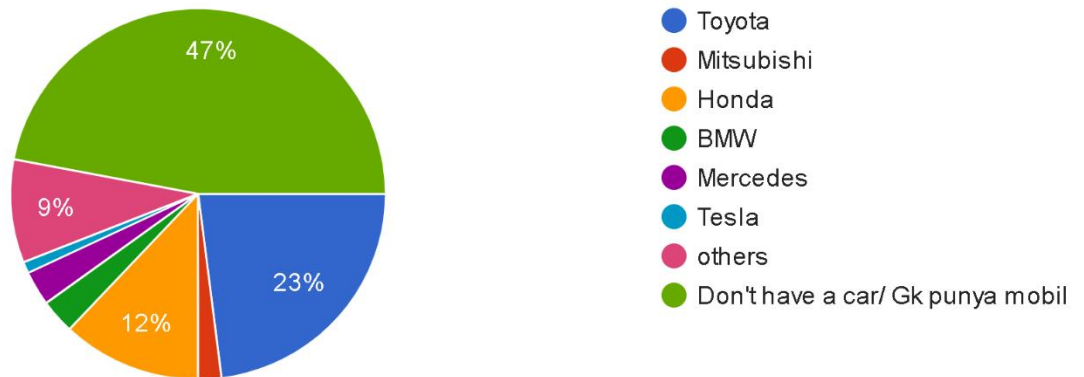
It can be concluded that the majority of respondents earn 1-5 million {idr} per month.

Car ownership

Pie-chart 7 Car Ownership

type of car owned / punya mobil apa?

100 responses



From the chart above, it can be seen that the percentage of respondents consists of 47% who don't own cars, 23% who own Toyota cars, 12% own Honda cars, 3% own BMW, 3% own Mercedes, 2% own Mitsubishi 1% own Tesla and 9% own other car brands.

It can be concluded that the majority of respondents don't have cars and the most common car amongst our respondents is Toyota which is owned by 23%

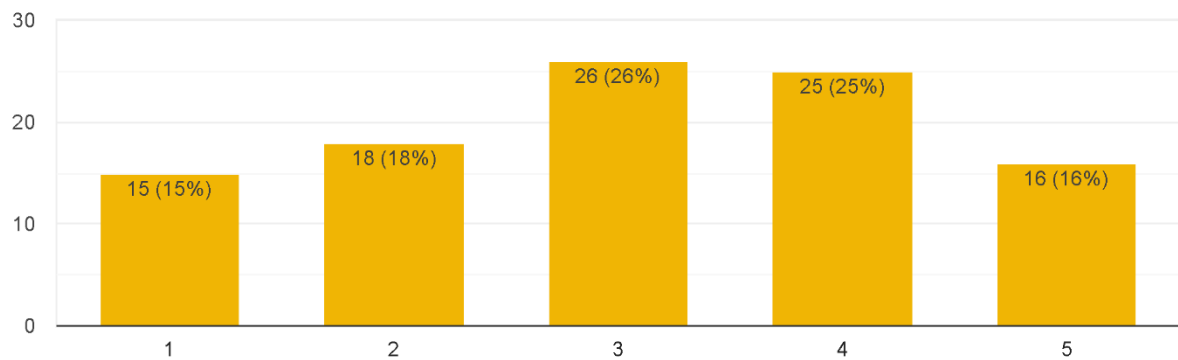
4.1.2 Data Description of Respondents' Answers.

Price (X1)

1.

The price of electronic cars offered is easily affordable to consumers. (Harga mobil listrik yang ditawarkan sangat terjangkau bagi konsumen.

100 responses

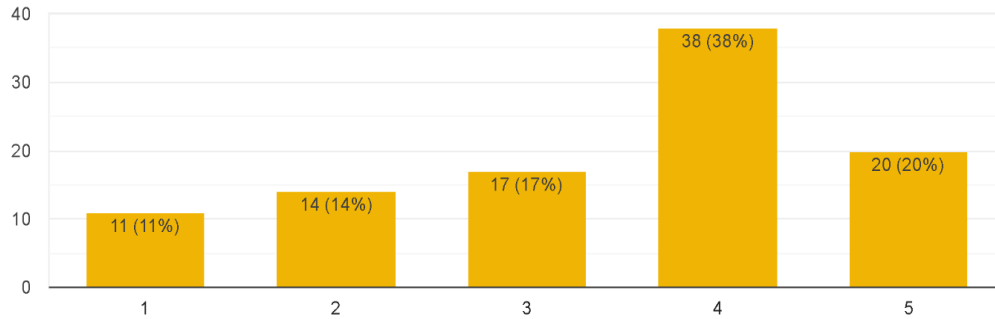


According to the above graph, it can be there are 15 respondents who say “strongly disagree”, 18 respondents say “Disagree”, 26 say “neutral”, 25 say “Agree” and 16 say "strongly agree” to the statement.

2.

The price of electronic cars is in accordance with the quality provided. (Harga mobil listrik yang ditawarkan sesuai dengan mutu yang diberikan)

100 responses

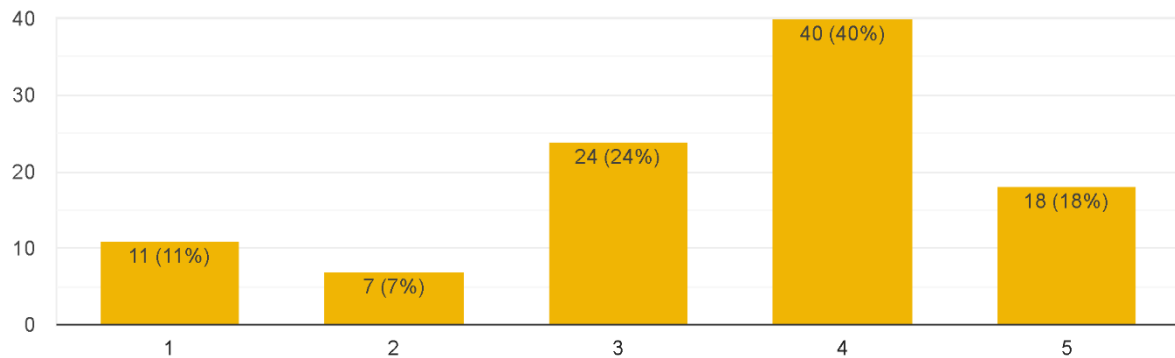


According to the above graph, it can be there are 11 respondents who say “strongly disagree”, 14 respondents say “Disagree”, 17 say “neutral”, 38 say “Agree” and 20 say "strongly agree” to the statement.

3.

The price of electronic cars offered is in accordance with the benefits needed by the drivers. (Harga mobil listrik yang ditawarkan se...dengan manfaat yang dibutuhkan oleh pengendara).

100 responses

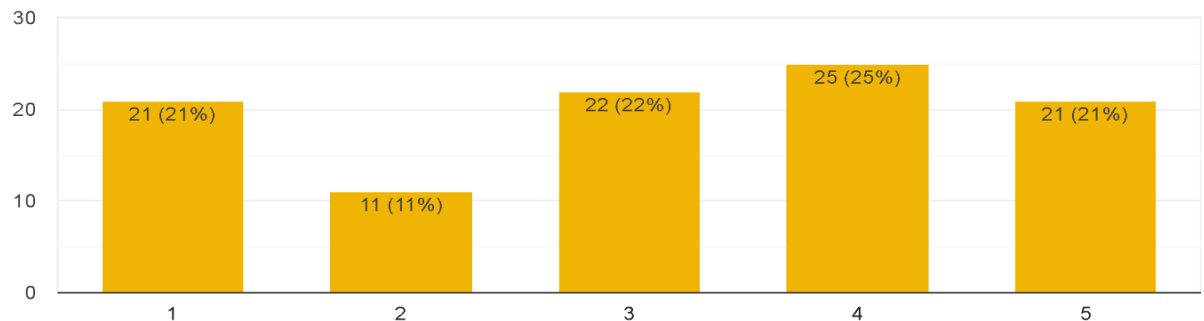


According to the above graph, it can be there are 11 respondents who say “strongly disagree”, 7 respondents say “Disagree”, 24 say “neutral”, 40 say “Agree” and 18 say "strongly agree” to the statement.

4.

Electronic cars are cheaper than gasoline cars. (Mobil listrik lebih lebih rendah daripada mobil berbahan bakar minyak).

100 responses



According to the above graph, it can be there are 21 respondents who say “strongly disagree”,

11 respondents say “Disagree”, 22 say “neutral”, 25 say “Agree” and 21 say "strongly agree" to the statement.

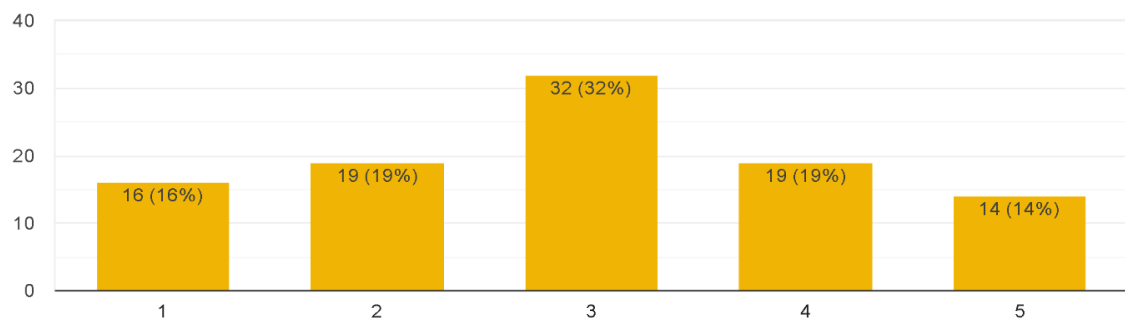
Based on the explanation on the price (X1) for each statement, it can be concluded that statements No. 2 and 3 have the most “Agree” and “Strongly Agree” answers. It means that most respondents agree that the price of electronic cars is accordance to the quality and the benefits. However, the statement 1 has the most “Disagree” and “Strongly Disagree” answers. It means that some respondents still assume that the price of the electronic cars is not affordable.

Product quality (X2)

1.

Electronic cars can be used for long term (more than 5 years). (Mobil listrik dapat dipergunakan dalam waktu lama (lebih dari 5 tahun).

100 responses

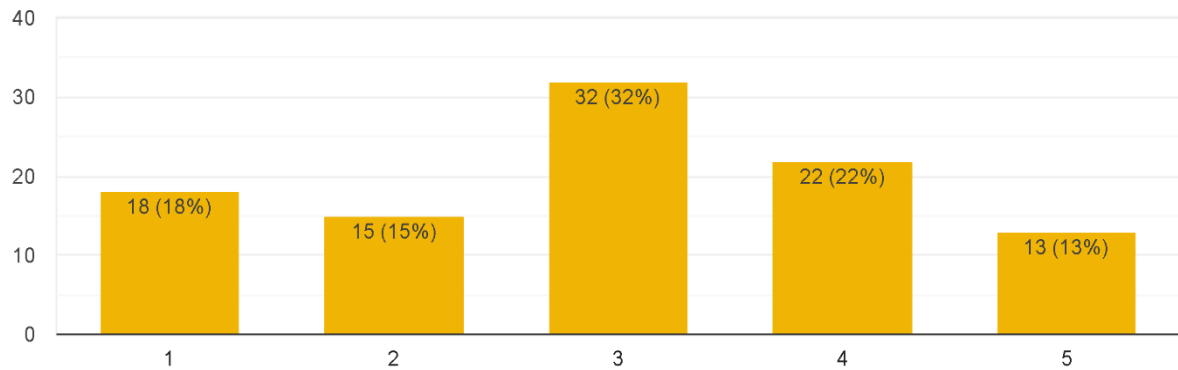


According to the above graph, it can be there are 16 respondents who say “strongly disagree”, 19 respondents say “Disagree”, 32 say “neutral”, 19 say “Agree” and 14 say "strongly agree" to the statement.

2.

Electronic cars can't be easily damaged. (Mobil listrik tidak mudah rusak).

100 responses

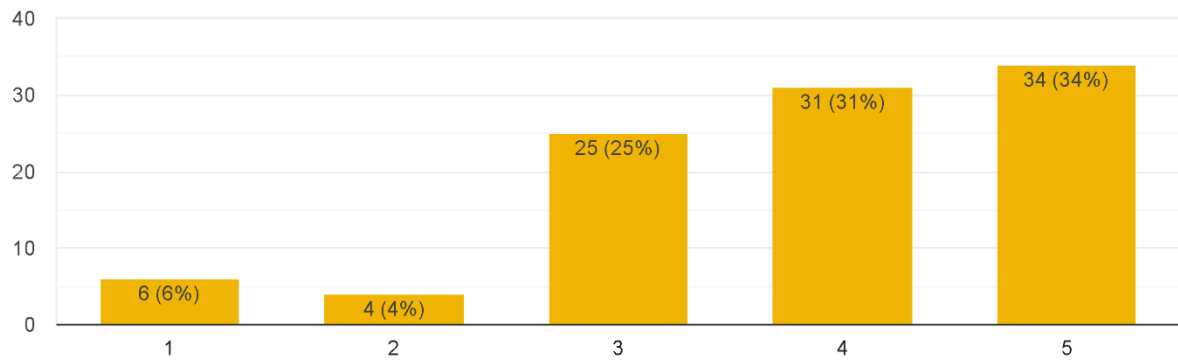


According to the above graph, it can be there are 18 respondents who say “strongly disagree”, 15 respondents say “Disagree”, 32 say “neutral”, 22 say “Agree” and 13 say "strongly agree” to the statement.

3.

Electronic cars deliver comfort when used. (Mobil listrik memberikan kenyamanan saat digunakan).

100 responses

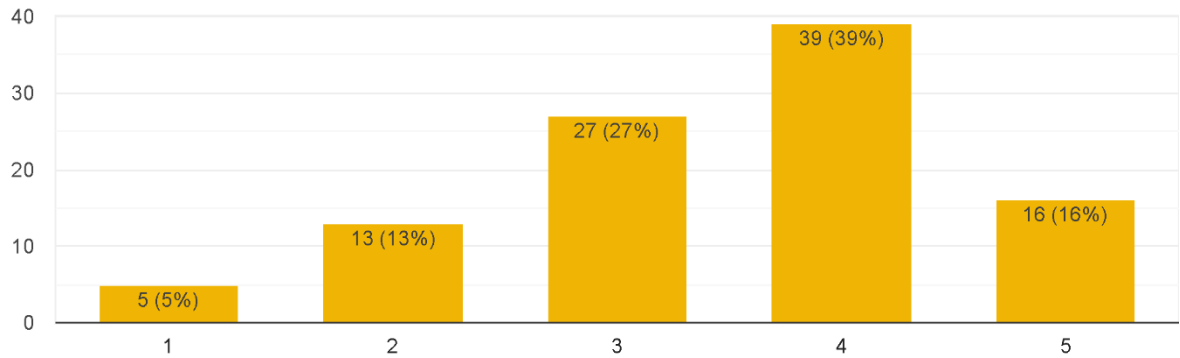


According to the above graph, it can be there are 6 respondents who say “strongly disagree”, 4 respondents say “Disagree”, 25 say “neutral”, 31 say “Agree” and 34 say "strongly agree" to the statement.

4.

Electronic cars quality is in accordance with specifications offered to consumers. (Kualitas Mobil listrik sesuai dengan spesifikasi yang ditawarkan ke konsumen).

100 responses

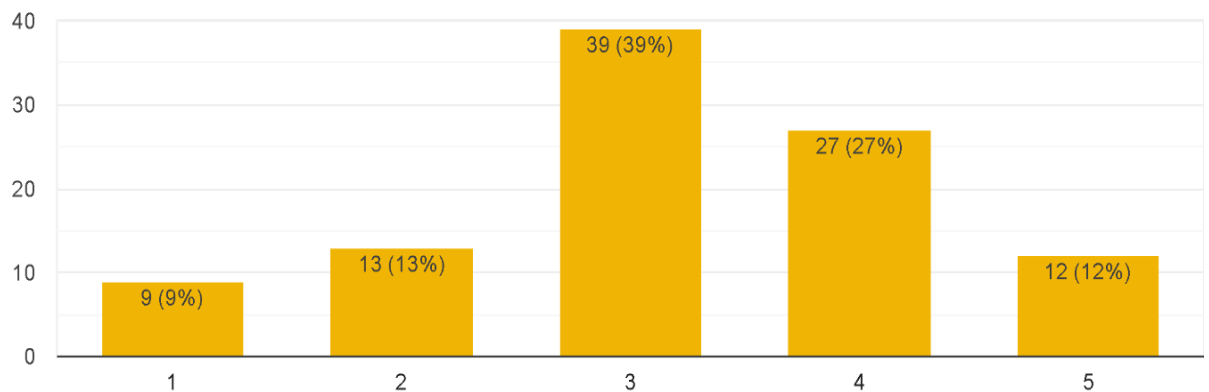


According to the above graph, it can be there are 18 respondents who say “strongly disagree”, 15 respondents say “Disagree”, 32 say “neutral”, 22 say “Agree” and 13 say "strongly agree” to the statement.

5.

The product quality of Electronic cars makes an impression that does not change from time to time. ((Kualitas produk mobil listrik memberi kesan untuk tidak mudah berubah dari waktu ke waktu).

100 responses



According to the above graph, it can be there are 9 respondents who say “strongly disagree”, 13 respondents say “Disagree”, 39 respondents say “neutral”, 27 respondents say “Agree” and 12 respondents say "strongly agree" to the statement.

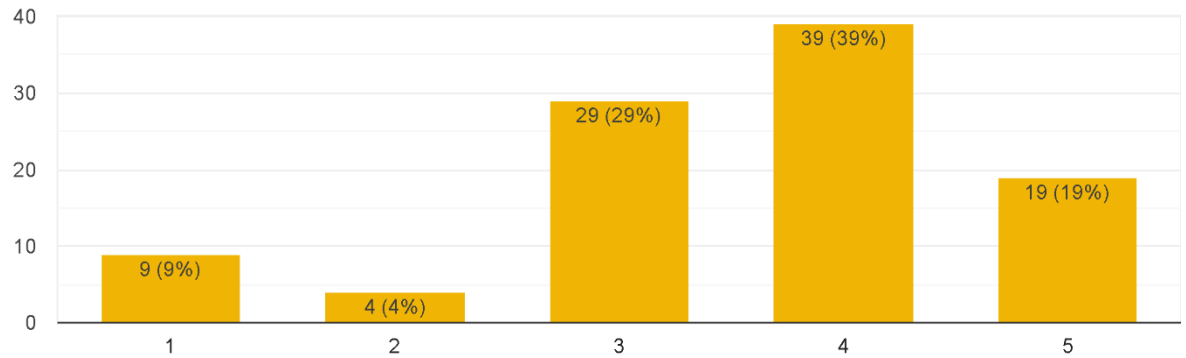
Based on the explanation on the product quality (X2) for each statement, it can be concluded that statements No. 3 have the most “Agree” and “Strongly Agree” answers. It means that most respondents agree that Electronic cars deliver comfort when used. However, the statement 1 has the most “Disagree” and “Strongly Disagree” answers. It means that some respondents still assume that Electronic cars cannot be used for more than five (5) years.

Purchase intentions (Y)

- 1.

I would recommend Electronic cars to my friends. (Saya akan merekomendasikan mobil listrik ke teman-teman).

100 responses

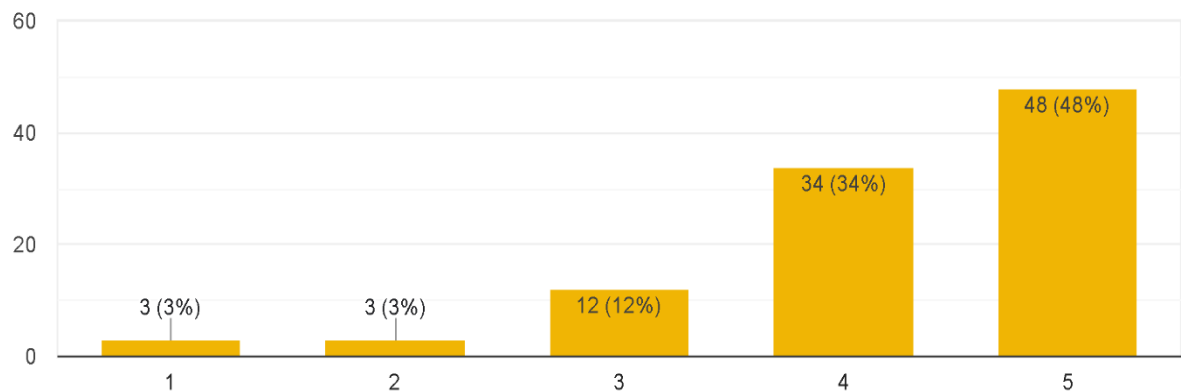


According to the above graph, it can be there are 9 respondents who say “strongly disagree”, 4 respondents say “Disagree”, 29 respondents say “neutral”, 39 respondents say “Agree” and 19 respondents say "strongly agree" to the statement.

2.

I will look for as much information as possible before making a purchase of Electronic cars. (Saya akan mencari informasi sebanyak mungkin sebelum membeli mobil listrik).

100 responses

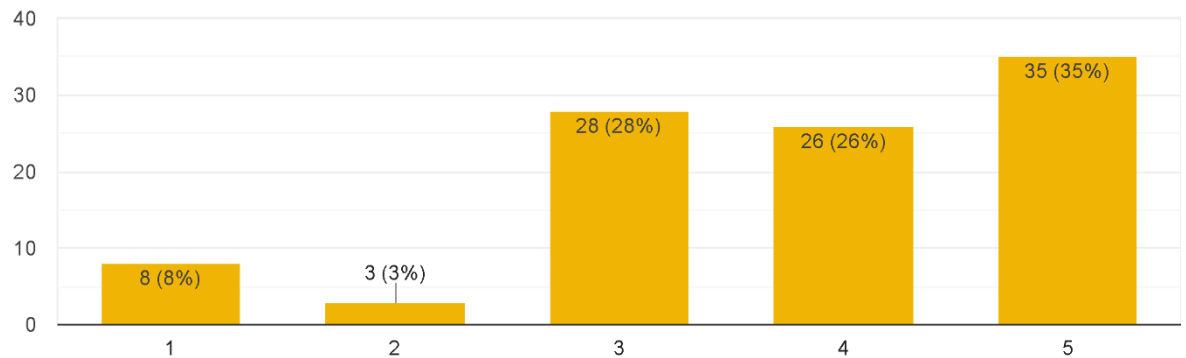


According to the above graph, it can be there are 3 respondents who say “strongly disagree”, 3 respondents say “Disagree”, 12 respondents say “neutral”, 34 respondents say “Agree” and 48 respondents say "strongly agree" to the statement.

3.

I tend to buy Electronic cars in the future. (Saya cenderung untuk membeli mobil listrik di masa akan datang).

100 responses

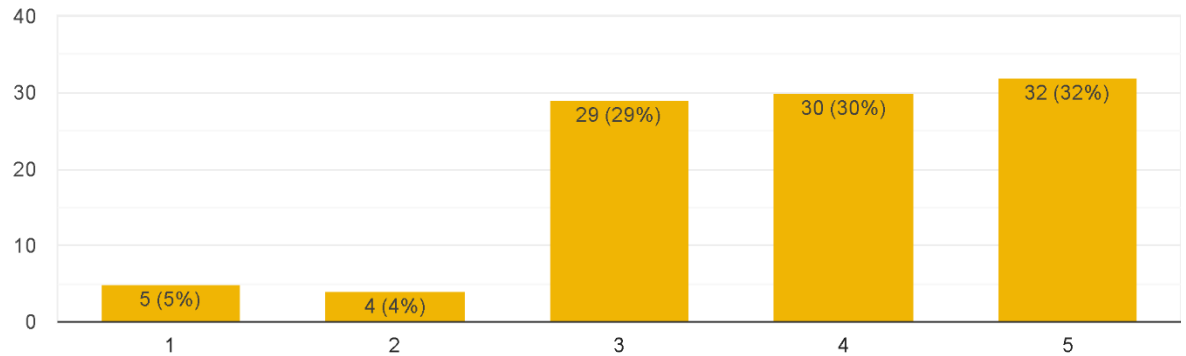


According to the above graph, it can be there are 8 respondents who say “strongly disagree”, 3 respondents say “Disagree”, 28 respondents say “neutral”, 26 respondents say “Agree” and 35 respondents say "strongly agree" to the statement.

4.

I make the electronic cars as an option major in green environment. (Saya menjadikan mobil listrik sebagai mobil ramah lingkungan yang paling utama).

100 responses



According to the above graph, it can be there are 5 respondents who say “strongly disagree”, 4 respondents say “Disagree”, 29 respondents say “neutral”, 30 respondents say “Agree” and 32 respondents say "strongly agree" to the statement.

Based on the explanation on the Purchase intentions (Y) for each statement, it can be concluded that statements No. 3 have the most “Agree” and “Strongly Agree” answers. It means that most respondents agree that they will look for as much information as possible before purchasing Electronic cars. However, the statement 1 has the most “Disagree” and “Strongly Disagree” answers. It means that some respondents still cannot recommend Electronic cars to their friends.

4.2 DATA ANALYSIS

This chapter discusses the data analysis and findings of the study. The questionnaire used in this retrospective study was carefully analyzed to ensure that the data gathered was presented clearly with the aid of tables, percentages and graphs, where possible. A retrospective chart analysis was conducted to capture the data essential to accomplish the research objectives.

4.2.1 Measurement models

Validity

Price X1

Table Result of Validity Test for variable of PRICE

Table 3 price X1

Statement	Significance	Alpha	Result
Item 1	0.00	0.05	Valid
Item 2	0.00	0.05	Valid
Item 3	0.00	0.05	Valid
Item 4	0.00	0.05	Valid

Table 5

Product quality (X2)

Table 4 product Quality X2

Statement	Significance	Alpha	Result
1	0.00	0.05	Valid
2	0.00	0.05	Valid
3	0.00	0.05	Valid
4	0.00	0.05	Valid
5	0.00	0.05	Valid

Purchase intention (Y)

Table 5 Purchase intention (Y)

Statement	Significance	Alpha	Result
1	0.00	0.05	Valid
2	0.00	0.05	Valid
3	0.00	0.05	Valid
4	0.00	0.05	Valid

4.2.2 Reliability Test

The reliability tested is looked at the Composite Reliability value of the dimensional block that measures the structure. The resulted of the Composite reliability will show a satisfactory value if it is above 0.7. This means that the data obtained is reliable, here is the Composite reliability value in this Research:

Table Result of Reliability Test for variable of PRICE.

Table 6 Reliability test

Variable	Coefficient Cronbach's Alpha	Coefficient	Correlation
Price (X1)	0.776	$0.70 \leq < 0.90$	High
Product Quality (X2)	0.785	$0.70 \leq < 0.90$	High
Purchase Intention (Y)	0.703	$0.70 \leq < 0.90$	High

4.2.3 Normality Test.

Table 7 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.28644675
	Absolute	.077
Most Extreme Differences	Positive	.063
	Negative	-.077
Kolmogorov-Smirnov Z		.767
Asymp. Sig. (2-tailed)		.599

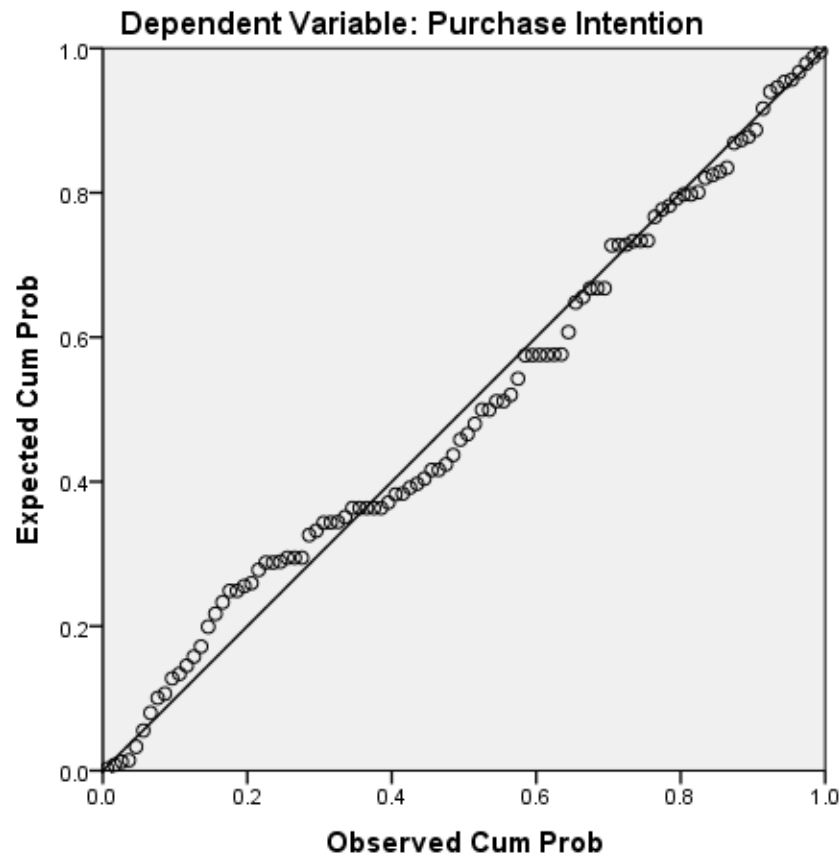
a. Test distribution is Normal.

b. Calculated from data.

Based on the results in Table above, it shows that the value significance above 0.05 which is equal to 0.599.

This means residual data are normally distributed. This can also be explained by the results of the graphical analysis, namely the Normal Probability plot graph, are as follows

Normal P-P Plot of Regression Standardized Residual



The explains that the points in the image above move along a diagonal line, which means that the regression model used is normally distributed. This is in line with the opinion of Ghozali (2011) which states that the regression model is said to be normally distributed if the plotted data (dots) that describe the actual data follow a diagonal line.

2.2.4 Multiple Linear Regression Analysis

This study uses more than one variable as an indicator, namely Price (X1), Product Quality (X2), and Purchase Intention (Y). The multiple linear regression test was carried out using the SPSS 20 program. The results of the multiple linear regression test are as follows:

Multiple Linear Regression Analysis Test Results

Table 8

Table 8 Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	6.500	0.948	
	<i>Price</i>	0.121	0.077	0.152
	<i>Product Quality</i>	0.440	0.072	0.590

Source: Data results processed in 2023

Based on table 4.17 shows the results of multiple linear regression calculations using SPSS as follows: constants $a = 14.296$ coefficients $b_1 = 0.349$, and $b_2 = 0.206$, so the regression equation is:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 6.500 + 0.121X_1 + 0.440X_2$$

Y = Purchase Intention

a = Constant

b = Regression Coefficient

X_1 = Price

X_2 = Product Quality

The regression equation above can be explained as follows:

- a. The constant a is 6.500 indicating that each situation of Purchase intention is 6.500 if Price and Product Quality are worth = 0.
- b. The regression coefficient for $X_1 = 0.121$ indicates that for each addition of Price by one unit, this will increase the Purchase Intention by 0.210 units.
- c. The regression coefficient for $X_2 = 0.440$ states that for every increase in Product Quality by one unit, it will increase the Purchase Intention by 0.269 units.

4.2.5 R-square

Test Results for the Coefficient of Determination R (R-square)

The test results for the coefficient of determination R (R-square) are as follows:

Test Results for the Coefficient of Determination of R

Table 9

Table 9 R-square Analysis

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.700 ^a	0.490	0.479	2.310

Source: Data processed in 2023

Based on the above table it shows that the correlation coefficient (R) is 0.700, meaning that the level of relationship between Price (X1), Product Quality (X2), and Purchase Intention (Y) is a strong positive. The coefficient of determination R² (R-Square) of 0.495 means that the Purchase Intention (Y) is affected by Price (X1) and Product Quality (X2) of 0.490 or 49%, while the remaining is 51 % affected by other factors/variables outside of this study.

4.2.6 Hypothesis.

Hypothesis Test Results

The t-test is used to test the significance between the constants and the independent variables. Based on the processing of t test data, the following data are obtained:

Table 4.19 Regression Coefficient Test Results for Price (X1), Product Quality (X2) on Purchasing Intention (Y)

Table 10 Hypothesis

Model		t	Sig.
1	(Constant)	6.860	0.000
	Price	1.581	0.117
	Product Quality	6.136	0.000

1. Price (X1) on Purchase Intention (Y)

Table explains that the Price variable (X1) has a significance value of $0.0117 < 0.05$,

Thus, H_0 is accepted and H_a is rejected. This means that Price partially influences the Purchase Intention of electronic cars.

2. Product quality (X2) on Purchase Intention (Y)

Table explains that the Product quality variable (X2) with a significance value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. This means that Product quality (X2) partially influences the Purchase Intention of electronic cars.

4.2.7 F-Test Results.

The F test is used to see how the influence of all independent variables simultaneously affects the dependent variable. The test is carried out by comparing the F-count with the F-table.

The following is a presentation of the results of the regression test of all independent variables.

Table 11 F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	496.554	2	248.277	46.532	0.000 ^b

Explains that the significance value for the effect of the Price (X1) and Product Quality (X2) variables on Purchase Intention (Y) is 0.000, which is less than 0.05, and the F-count value is $46.532 > 2.35$ (F-table)

It can be concluded that Price and Product Quality affect the Purchase intention of electronic cars.