The Importance of Government Policy in Influencing the Increase in Purchasing Interest Electric Vehicles

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Abstract
This research is motivated by the large number of people and the Association of battery-based electric motor vehicles who are waiting for the government's subsidy program for the purchase of electric motorbikes. The purpose of this study is to determine how important the role of the government is in increasing interest in purchasing electric motorbikes in Indonesia, especially in Kudus City, Central Java, Indonesia. The research method is open by conducting interviews with 10 respondents. The results of this study found that there are two government programs, namely a discount subsidy of IDR.7,000,000 greatly affects consumer purchasing interest, especially consumers who do not have special skills and the desire to try, lifestyle. While consumers who have special skills are not affected, because they are more concerned with things like the distance traveled with an electric motorcycle battery, how long the battery charging time is, how strong (power) the electric motor is on an incline. Meanwhile, the second subsidy is a tax reduction, it is known that one of the reasons consumers buy electric motorcycles is tax relief, this is important for consumers and affects the increase in interest in buying electric motorcycles.

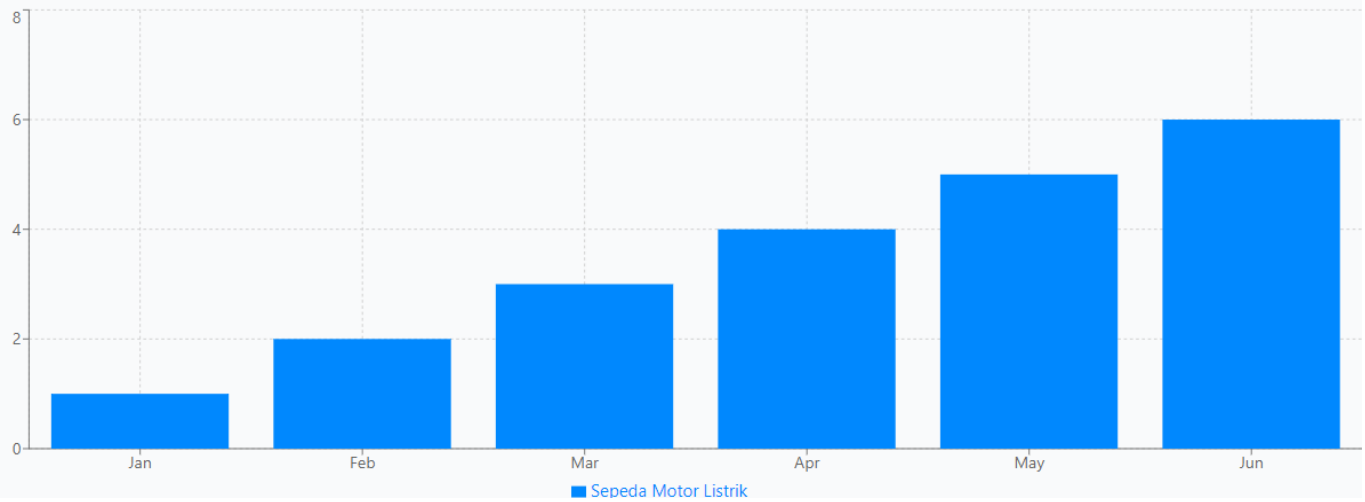
Keywords: Consumer behavior, Government policy, Purchase interest

Introduction

Nowadays, motorized vehicles are very important for the community, especially two-wheeled vehicles have become a necessity for almost all people in Indonesia, both for personal and work needs. The number of two-wheeled motorized vehicles in August 2024 reached more than 137 million units or 83% of motorbikes (CNN Indonesia). Meanwhile, with the increasing use of motorized vehicles, on the other hand, the environment must begin to be considered, because motorized vehicles will cause air pollution. The increasing number of motorized vehicles will decrease the quality of clean air caused by emissions from the combustion of vehicle fuel (Yusrianti, 2015). Since 2011, Indonesia has entered the Industrial Revolution 4.0 era, a trend changes in industries in the world that combines sophisticated automation technology. This rapid technological change has had an impact on several industrial sectors in Indonesia. The Indonesian Government's commitment to entering the Industrial Revolution 4.0 era with the launch of Making Indonesia 4.0, which is a government program in facing the industrial revolution 4.0 that is transforming the world. This program focuses on five manufacturing sectors including the food and beverage industry, textiles and clothing, chemicals, automotive, and electronics.

The government in its commitment to the Industrial Revolution 4.0, especially in the automotive sector, is trying to accelerate the use of environmentally friendly electric vehicle technology by issuing PERPRESS No. 55 of 2019 concerning the Acceleration of the Battery-based Electric Motor Vehicle Program. Electric vehicles are an environmentally friendly mode of transportation to reduce urban air pollution and reduce dependence on fossil fuels. The use of environmentally friendly tools, materials, and activities is a contribution to the shared responsibility of caring for the environment (Permana,*et al*, 2023) [13]. Research by Aji,*et al* (2024) [2] states that price is an important factor in influencing consumers, this has a significant influence on purchasing decisions. This means that the increase in people's purchasing power is partly due to price, thus since Presidential Regulation No. 55 of 2019 the Indonesian government has officially supported

the production and use of electric vehicles known as electric vehicles (EV) by providing monetary incentives, building charging stations, and setting technical standards. In March 2023, the government provided an assistance program of IDR 7,000,000 for new electric motorbikes and had 40% domestic components (TKDN). Sales of electric vehicles in 2024 during the provision of subsidies from the government for consumers who want to buy electric motorbikes are as follows:



Data source: Indonesian Electric Motor Industry Association (AISMOLI) 2024

Fig 1: Electric Motorcycle Sales in Indonesia in 2024

Based on Figure 1 above, it shows that sales of electric motorbikes in 2024 experienced significant growth with the influence of the government program, namely the provision of a subsidy of IDR 7,000,000 for the purchase of new electric motorbikes with the brands Volta, Viar, Selis, Greentech, Jarvis, Sprinter, Polytron, United, Smoot, Alva, Rakata, Gesits, and others. This is the government's strategy in switching the use of conventional motorbikes to electric motorbikes is very effective. The subsidy for purchasing electric motorbikes aims to encourage the growth of the electric vehicle industry.

So it can be concluded that the government incentive program with subsidies or other policies such as lower taxes, price subsidies, and others will provide interest to consumers and will increase the use of electric motorbikes in Indonesia and vice versa if the government program stops it will have a bad thing, namely the use or interest of consumers will be lower and motorcycle sales will slow down or fall. The government program for subsidies for electric motorbikes at the end of August 2024 will have reached 60,000 units and has run out. This will be a heavy burden for the Company to sell electric motorbikes at prices without subsidies and will affect the ability to sell products which will decrease and materials that have a high creative point potential, namely battery materials.

Consumer Behavior

Consumer behavior is the behavior that consumers pay attention to in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk, 2010) [16]. Sumarwan (2017) [18] stated that consumer behavior is all activities, actions, and psychological processes that drive these actions before buying, when buying, using, spending products and services after doing the above or evaluating activities. Swastha and Handoko (2016) [19] consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services including the decision-making process in the preparation and determination of these activities. Kotler and Keller (2009) consumer behavior is how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires. Consumer behavior is influenced by several cultural, social, personal, and psychological factors.

Purchase Interest

Purchase interest is part of the purchasing decision process, where at a certain stage consumer have searched for and evaluated information from alternative products or services to be purchased, so that in making a purchase decision from the alternative evaluation stage consumers develop purchase interest or a tendency to purchase. Purchase interest arises through a series of processes including recognizing needs, seeking information, evaluating information, and consumer purchase interest. Purchase interest is the desire to own a product, desire will arise if a consumer has been influenced by the quality, quality of a product, and information about the product (Durianto, 2013) [5].

Meanwhile, Norikun (2024) [12] stated that purchasing interest is a psychological aspect that has quite a large influence on behavioral attitudes, purchasing interest is also a source of motivation that will lead someone to carry out an activity or action. Purchase interest has indicators that can be measured by the desire to try, willing to buy the product, according to needs, and ready to recommend. From several opinions, it can be concluded that purchase interest is the sincerity of consumers to have a sacrifice where purchase interest arises because consumers feel satisfied with the stimulation, motivational encouragement, and or quality of the product provided by the Company.

Government policy

The government's policy regarding electric motor vehicles is stated in Presidential Regulation No. 55 of 2019 concerning the Acceleration of the Battery-Based Electric Vehicle Program. The presidential regulation was stipulated on August 8, 2019, and broadly contains the following (Harinowo and Khaidir, 2021) [8]:

1. General provisions.
2. Acceleration of the development of the battery-based electric motor vehicle industry: research, development, and innovation of KBL.

3. Stages of achieving the Domestic Content Level (TKDN).
4. Control of fossil fuel vehicles.
5. The government provides incentives (fiscal and non-fiscal).
6. Provision of electricity charging infrastructure by PLN in collaboration with BUMN and the private sector.
7. Registration of types and identification numbers of electric vehicles (type testing).
8. Handling of battery waste.

This means that the government officially supports the production and use of Electric Vehicles by providing incentives for consumers and producers. The government continues to strive to accelerate the growth of electric vehicles in Indonesia, this is indicated by several policies aimed at getting producers and consumers to start a movement towards electrified vehicles (Tangkudung, 2024) [20]. Some of the policies that are most directly felt by consumers include providing incentives for users and producers. Wisnubroto (2023) [21] through Indonesia.go.id to accelerate the formation of a new ecosystem for electric vehicles, the government has issued a policy for a battery-based two-wheeled motorcycle purchase assistance program. Regulation of the Minister of Industry Number 21 of 2023 concerning Amendments to Regulation of the Minister of Industry Number 6 of 2023 concerning Guidelines for Providing Government Assistance for the Purchase of Battery-Based Two-Wheeled Electric Motor Vehicles to the public as follows:

Table 1: Government Regulation on Provision of Assistance for the Purchase of Two-Wheeled Electric Vehicles (KBL)

Old Regulations	New Regulations
▪ People's Business Credit Recipients ▪ Productive assistance for micro businesses ▪ Wage subsidy assistance ▪ Receive electricity subsidies up to 900 Volt Ampere	▪ The assistance program is provided for one-time purchase of KBL with NIK ▪ Indonesian Citizen ▪ Age at least 17 years ▪ Have an electronic identity card (e-KTP)

Source: Ministry of Industry

Discount Subsidy

Subsidies are assistance provided by the government to the community. Subsidies can be given in various forms such as cash, goods, or certain policies. Subsidies have several benefits including preventing poverty, reducing crime rates, facilitating consumption activities, and introducing technology more easily. Budiantoro (2013) [4] Subsidies are one of the fiscal policy instruments carried out by the government to maintain equality in economic access and development. The main objective of the subsidy policy in Indonesia is to maintain poor community groups so that they continue to have access to public services, economic and social development.

One of the benefits of subsidies, especially to facilitate consumption activities, is stated in government regulations with Presidential Regulation No. 55 of 2019 concerning the Acceleration of the Battery-Based Electric Motor Vehicle Program and Ministerial Regulation No. 21 of 2023 concerning Amendments to Ministerial Regulation No. 6 of 2023 concerning Guidelines for Provision of Government Assistance for the Purchase of Motor Vehicles. Through this government assistance program, the public will get a discount of IDR 7,000,000 for the purchase of one unit of Two-Wheeled Battery-Based KBL. The government will pay a replacement discount on the purchase of electric motorbikes by the public to industrial companies.

Tax reduction subsidy for battery-based electric vehicles two-wheeled

Tax according to Law of the Republic of Indonesia Number 28 of 2007 concerning General Provisions and Tax Procedures (KUP). Tax is a mandatory contribution to the State by citizens, both individuals and bodies, which is mandatory based on the law and does not receive direct compensation and is used by the state for the greatest prosperity of the people. Soemahamidjaya (Sihombing & Sibagariang 2020) [17] Tax is a mandatory contribution for the community, either in the form of money or goods collected by the authorities according to various applicable legal norms to cover the costs of producing goods and services to achieve community welfare.

Battery-based electric vehicles are subject to annual taxes, including Motor Vehicle Tax (PKB) and Mandatory Contribution Tariff for Road Traffic Accident Fund (SWDKLLI) which must be paid by each owner according to the Regulation of the Minister of Finance of the Republic of Indonesia Number 36/PMK.010/2008. The tax on battery-based electric motor vehicles is regulated in the Regulation of the Minister of Home Affairs (Permendagri) No.1 of 2021 that the tax on battery-based electric motor vehicles (PKB KBL) for people or goods is set at a maximum of 10%, and a minimum of 0% of the PKB tax base. And it should be noted that battery-based electric motor vehicles have been exempted from Motor Vehicle Tax (PKB) and Motor Vehicle Transfer Fee (BBNKB), this is stipulated in the Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 6 of 2023. Harahap (2024) in the Antara Otomotif report revealed that the annual tax costs for electric vehicles are highly dependent on the price and type. In general, the estimated annual tax costs are 1.5% to 2.5% of the selling price of the vehicle. The following are estimated costs for various categories of electric vehicles:

Table 2: Estimated Electric Vehicle Tax Costs

No.	Cost (IDR)	Tax Cost (IDR)
1.	15 million (affordable)	225.000 until 375.000
2.	30 million (medium)	450.000 until 750.000
3.	50 million (premium)	750.000 until 1.250.000

Source: Antara Otomotif (2024) processed

Rumus Penghitungan pajak Kendaraan Bermotor Roda Dua Berbasis Baterai.

Pertama:

Calculation Formula for Battery-Based Electric Vehicle Tax Two-Wheeled.

First:

PKB = 1,5% X NJKB

For PKB KBL (Battery-Based Electric Vehicles) according to the Minister of Home Affairs Regulation, the maximum tax is 10% and the minimum is 0%.

Second:

(0% until 10% X PKB) + SWDKLLI

Description: NJKB (Motor Vehicle Sales Value), PKB (Motor Vehicle Tax), SWDKLLI (Mandatory Contribution

to Road Traffic Accident Fund).

Methodology

This study uses a qualitative approach, because of the ability of this approach to understand complex and unique phenomena (Hall & Liebenberg, 2024) [7]. Qualitative descriptive research answers the questions of how and why events occur. In addition, it describes social phenomena by describing them as existing social phenomena (Astuti,*et al*, 2024) [3]. This study describes the efforts made by the government in providing subsidies and tax breaks for the purchase of battery-based electric vehicles two-wheeled in increasing public interest in buying. This study is supported by literature data related to the issue of subsidies, tax breaks, and sales of battery-based electric vehicles two-wheeled. In addition, researchers are also supported by various policy documents and laws and regulations related to the provision of subsidies in Indonesia.

Results

A. Price cut subsidy for public purchase interest

The subsidy policy aims to help the community in terms of the right incentives for each recipient. This is the government providing subsidies in the purchase of Battery-Based Electric Vehicles Two-Wheeled. The provision of subsidies is assistance in the form of purchase money through a discount of Rp. 7,000,000 from the normal price. The community that receives subsidies has also been determined by the government. The following is a list of prices for Battery-Based Electric Vehicles Two-Wheeled that receive subsidies from the government:

Table. 3: List of Subsidy Prices for Battery-Based Electric Vehicles Two-Wheeled

No.	Brand	Type	Price After Subsidy (IDR)
1	Volta	Volta 402	11.100.000
2	Viar	New Q1	14.500.000
3	Selis	Agats SLA	9.490.000
4	Greentech	VP VRLA	7.500.000
5	Jarvis	Morgan	12.900.000
6	Sprinter	Pro-Max	7.990.000
7	Polytron	Fox R	13.500.000
8	United	T1800	23.500.000
9	Smoot	Zuzu	12.900.000
10	Alva	Alva One	29.490.000
11	Rakata	S9	13.500.000
12	Gesits	Gesits G1	21.970.000

Source: Liputan6 (2024)

The government's purchase subsidy for battery-based electric vehicles two-wheeled provided to the public through manufacturers serves to increase the public's purchasing power. Based on table 3, it is known that the government has issued a policy related to the provision of electric vehicle subsidies in 2023 - 2024, this year the sale of electric vehicles directly increased significantly and exceeded the target of 60,000 battery-based two-wheeled electric vehicles, this means that the public is interested in this subsidy and this is the main factor in increasing purchases. Based on this study of 10 respondents through interviews, it was found that 80% of respondents determined the decision to purchase an electric vehicle because of the subsidy from the government with a discount of 7,000,000, this is very important for the public because it will reduce the purchase price or make it affordable, so that more people switch to electric vehicles. Meanwhile, 25% of the community is not affected by the existence of a discount subsidy from the government, but rather there are other considerations, namely the distance traveled (how far a battery-based electric motorbike can travel a destination or how many kilometers the battery used by the electric motorbike), how long the battery charging time is, how strong (power) the electric motorbike is on an incline. It is known that the community who have these considerations are people who have special expertise or knowledge in the field.

Based on respondents, other reasons for buying electric vehicles are the desire to try, follow trends, easy maintenance. While in 2025, with the end of government subsidies in August 2024, several manufacturers complained a lot because sales were decreasing, because there was no continuation of the government providing discount subsidy quotas. The uncertainty of the extension of the electric vehicle purchase subsidy has caused the public to postpone buying electric vehicles.

The Indonesian Electric Motorcycle Industry Association (AISMOLI) revealed that the stock of electric vehicles at dealers and in manufacturing warehouses is piling up due to the lack of interest (Sofwarepajak.net, 2025). From the discussion above, it can be concluded that the regulation of the subsidy policy for purchasing battery-based electric vehicles with discounts is very important for consumers and producers. This means that providing a subsidy in the form of a discount of IDR 7,000,000 to consumers greatly affects the interest in purchasing battery-based two-wheeled electric vehicles. With the subsidy, the price of electric vehicles is more affordable and increases consumer interest in switching to electric vehicles and will also increase national manufacturing and investors including domestic battery manufacturing.

B. Tax reduction subsidy for battery-based electric vehicles two-wheeled on public buying interest

The tax reduction subsidy policy for battery-based electric vehicles, especially two-wheeled vehicles, aims to increase consumer interest in switching from conventional motorbikes to electric vehicles. The government has issued regulations related to the imposition of taxes on electric vehicles as regulated in Permendagri No.1 of 2021, and this has been warmly welcomed by the public or prospective buyers of electric vehicles. The following is an estimate of the calculation of electric vehicle taxes.

Purchase of Electric Vehicle Type PEV 30M1 A/T or known as Polytron Fox R for IDR. 13,500,000. Then the vehicle tax is:

- $PKB = 1{,}5\% \; X \; NJKB$
  $= 1{,}5\% \; X \; 13.500.000 \quad = IDR.\ 202.500$
- $PKB\ KBL = 0\% \; x \; 202.500 = 0$

This means that battery-based electric vehicles are taxed as follows:

- *PKB KBL* = *Rp. 0*
- *SWDKLLI* = *Rp. 35.000*


TANDA BUKTI PELUNASAN KEWAJIBAN PEMBAYARAN (TBPKP)

NOMOR REGISTRASI	[redacted]
NAMA PEMILIK	[redacted]
ALAMAT	[redacted] 001/006 KEL. PURWOSARI KEC. KOTA KUDUS KUDUS
MEREK	POLYTRON
TYPE	PEV 30M1 A/T
JENIS DASAR	SPM/SEPEDA MOTOR
JENIS KENDARAAN	SPM/SEPEDA MOTOR LISTRIK
TAHUN PEMBUATAN	2023
NO RANGKA NIK	MHVX021A2PL007092
NO MESIN	A072302H23L00605
BAHAN BAKAR	LISTRIK
WARNA KB	ABU ABU
ISI SILINDER	6000
WARNA TNKB	HITAM BIRU
NO BPKB	U03250659
FUNGSI	PRIBADI
NO. TBPKP	SWDK0001758914
NPWPD	3319030903840001
SAMSAT	PROVINSI JAWA TENGAH

	POKOK	SANKSI ADM	JUMLAH
BBNKB	0	0	0
OPSEN BBNKB	0	0	0
PKB	0	0	0
OPSEN PKB	0	0	0
SWDKLLJ	35,000	0	35,000
PNBP STNK	0	0	0
PNBP TNKB	0	0	0
JUMLAH	35,000	0	35,000

P.U./ PEMBARUAN 16-01-2025 10:00:20

DITETAPKAN TGL 16-01-2025 | KASIR YUSUF WINALDI | BERLAKU SAMPAI 05-02-2026

DIREKTUR LALU LINTAS POLDA JATENG SUNNY IRAWAN, S.I.K, M.H KOMISARIS BESAR POLISI NRP 75061076

KEPALA BADAN PENGELOLA PENDAPATAN DAERAH PROVINSI JAWA TENGAH NADI SANTOSO, SP, MSI PEMBINA UTAMA MUDA 19700919 199603 1 003

KEPALA CABANG PT. JASA RAHARJA CABANG UTAMA JAWA TENGAH ...RIADI, SH NPP 129716719

Source: Proof of Payment of Tax Obligations by Consumers (January 16, 2025)

Fig 2: Proof of Payment of Tax for Battery-Based Electric Vehicles with the Polytron Fox R brand

Based on the tax calculation above with the government's policy related to tax reduction subsidies on battery-based electric vehicles, especially two-wheeled ones, this study found in 10 respondents that this second government program, namely tax reduction, is very important for consumers to attract purchasing power in the community. This is evidenced by interviews that around 70% of respondents or the public are interested in buying electric vehicles because of tax relief. This is real evidence of a significant influence on the government's program in increasing the purchasing power of electric vehicles.

Discussion

People in Indonesia are now starting to prioritize health and will live healthily by thinking about a healthy environment, one of which is with the existence of new technology, especially the use of environmentally friendly motorbikes, namely electric motorbikes which have higher efficiency so that they can minimize energy consumption and produce much lower emissions when compared to conventional vehicles in general.

The government is trying to be consistent with the program to reduce the effects of carbon emissions and the Indonesian government has implemented various strategies to achieve Net Zero Emission and has started to convert fuel oil (BBM) to LNG more quickly, reduce coal-fired power plants and convert motor vehicles to electricity. The government has also issued regulations related to subsidies for purchasing electric motorbikes with the aim of encouraging the growth of the electric vehicle industry with the government's discount and tax reduction programs. In this study, discount subsidies for purchasing electric vehicles have a major influence and impact on people's purchasing power. It is known that the quota given by the government of 60,000 electric vehicles has been able to reach the target. The community and the Indonesian Electric Motorcycle Industry Association (AISMOLI) really hope that in 2025 the discount subsidy of IDR. 7,000,000 will be extended again. Because this will affect consumer purchasing power as a price reduction for consumers who will switch from conventional motorbikes to electric vehicles. Meanwhile, with the program, the electric vehicle and battery industry is growing rapidly, but with the closing of the subsidy at the end of 2024, many industries have experienced major losses from the battery industry to finish goods (electric vehicles) which have experienced declining sales.

Meanwhile, in this study, 20% of consumers are not affected by discount subsidies but are related to the quality factor of electric motorbikes on the market, namely mileage, charging time, charging location, service life, safety, and power. This will increase by 100% if the government has a program to strengthen infrastructure such as preparing charging in several places, and electric motorbike battery standards (can swab batteries between brands). The government program related to tax reduction subsidies in this study is known that the reduction in tax on battery-based electric vehicles has a significant effect on people's purchasing power, this is the result of interviews that consumers are happy in purchasing electric vehicles, because the annual tax paid for the PKB burden is IDR 0 and only pays the Compulsory Contribution Tariff for Road Traffic Accident Funds (SWDKLLI) of IDR 35,000. Therefore, it can be concluded that the purchase of tax reduction subsidies for electric vehicles can increase the purchasing power of people in urban areas.

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