

## Research Article

# Marketing Events Mediating BEV Features and Operating Costs: Impact on Purchase Intentions

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Received: 28-01-2024; Accepted: 23-04-2024

## Abstract

This research aims to find out the lack of influence of Battery Electric Vehicle (BEV) features and vehicle operating perspective costs on the interest in purchasing electric cars with marketing events as a mediation and review from an Islamic. This devotional population is a society over 21 years old that is domiciled in Jabodetabek. The sample in this study was made up of people who drove more than three times in one week, for a total of 100 respondents. The sampling technique uses a non-probability method with purposive sampling techniques through the distribution of questionnaires with Google forms. The analytical method used is the Partial Least squares Structural Equation Modeling method (PLS-SEM). The results of the study show that Feature influences Purchase Intention, Feature influences Marketing Event, Vehicle Operating Cost influences Purchase Intention, Marketing Event influences Purchase Intentions, Marketing Event mediates the influence of Feature on Purchase Intentions, Features, Vehicle Operating Costs, Marketing Events, and Purchase Intention BEV cars among the people in Jabodetabek. The implications of the results of this study present that purchase intention towards BEVs encourages producer management to optimally utilize all the variables analyzed in this study proportionally.

Keywords: Consumer behaviour, Purchase Intention, Marketing Event, Feature, Electric Vehicle

JEL Classification: D1, M3, R4

How to cite: Mustafa, F., Santosa, P. W., (2024). Marketing Events Mediating BEV Features and Operating Costs: Impact on Purchase Intentions, *Marketing and Business Strategy (MBS)* 1(2), 56-68

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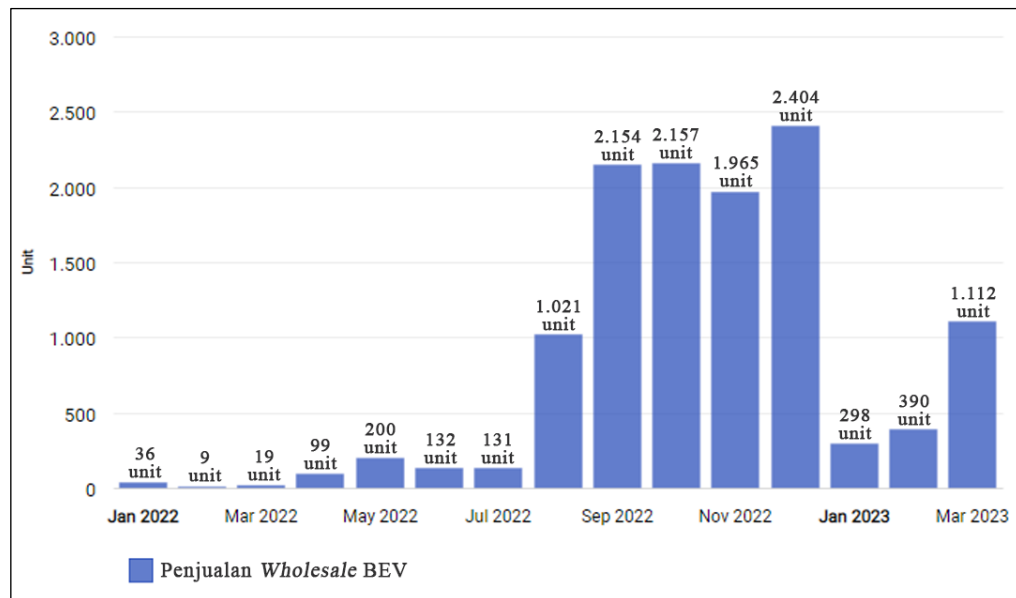


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## 1. Introduction

The Indonesian government has positively responded to the development of electric cars in Indonesia. This is based on Presidential Decree No. 55 concerning "Acceleration of the 2019 Program for Battery Electric Vehicles in Road Transport". With this presidential regulation, the government is committed to developing *battery electric vehicles* (BEV) with policies such as offering purchase and sales tax incentives and freedom from odd-even conditions in the capital. Based on data from the Association of Indonesian Automotive Industries (GAIKINDO), throughout January - September 2022 the *wholesale sales volume* of BEV cars on the domestic market has reached 3,801 units. (Ahdiat, 2022) .

The development of BEV sales will increase significantly in early 2023. Throughout January–March 2023, *wholesale* BEV sales volume reached 1,800 units. This shows an increase in sales of around 2,700% compared to the first quarter of 2022 (Ahdiat, 2023).



Source: (Ahdiat, 2023)

**Figure 1. Indonesian BEV Wholesale Sales Volume**

Figure 1 reveals a significant decrease in *wholesale* BEV sales in January 2023, a trend of utmost importance in the electric vehicle market. This decline is a result of retailers *and* brand owners or distributors striving to meet their year-end sales targets. To achieve these goals, they implemented substantial price reductions. It's crucial to note that these price adjustments were not due to a decrease in car quality, but rather a strategic move to clear stock and prevent vehicle depreciation (Herdi, 2022).

The existing literature on electric vehicle (EV) sales trends in Indonesia outlines the context of the development of EVs in the country, including government initiatives and sales fluctuations. However, there is a need for further research to explicitly identify specific problems or gaps in the existing literature. While the literature mentions sales fluctuations and factors influencing purchase intention, it could benefit from a clearer articulation of the problem or gap that the research aims to address. Therefore, a research gap exists in the need for a more focused investigation into the specific challenges and barriers that affect EV sales in Indonesia, as well as a deeper exploration of consumer attitudes and behaviors towards EV adoption in the Indonesian market.

Features are an important aspect of a product to increase consumer appeal. According to Schmitt (Aprilia & Susanti, 2022), features are a product as a function with different characteristics. Previous research related to features, namely analysis, aims to determine the most influential factors and to evaluate the level of consumer acceptance of electric-based vehicles, which influences consumers' purchase intentions towards electric-based vehicles. The results of this research reveal that social media, celebrities, condition of facilities, features and design, price value, and environmental concern have a positive influence on consumers' intention to purchase electric vehicles. Features and design have the most significant and strongest influence on consumers' intention to purchase electric vehicles in Malaysia (Yan & Pakir, 2022).

Vehicle operating costs on BEVs consist of electricity costs from refueling electricity-based vehicles for daily operations. With a basic electricity tariff of IDR 2,446 per kWh, it is clear that the cost of recharging the electricity used is much smaller than filling it up with petrol, which is around IDR

12,500 per liter for Pertamina fuel. Estimated fuel costs required for a *long-range Hyundai Ioniq 5 car*, which has a battery capacity of 481 kilometers; for example, the Jakarta-Surabaya trip, which has a distance of 782 kilometers, only costs around IDR 289,000. When compared to petrol cars, the fuel costs incurred are much smaller (Ikbali & Prayogi, 2022).

Then the next factor that influences purchase intention is the Marketing event. This activity is carried out by the company with the aim of introducing a product to consumers or potential consumers so that they are interested in buying the product so that the company's goals can be achieved. According to Belch & Belch, a *marketing event* is a type of marketing where a company or *brand* is connected to an *event* or where activities are themed to create an experience for customers and promote products or services. Meanwhile, according to Clow Baack (Ratnawati, 2019), a *marketing event* is when a company pays a certain amount of money to sponsor a program or event. Several automotive exhibition events in Jakarta, such as *Indonesia International Motor (IIMS)*, *Gaikindo Indonesia International Auto Show (GIIAS)*, and *Periklindo Electric Vehicle Show (PEVS)*, are ready to introduce various BEVs to the public.

The introduction outlines the context of the development of electric cars in Indonesia, including government initiatives and sales trends. However, it does not explicitly identify a specific problem or gap in the existing literature. While it mentions sales fluctuations and factors influencing purchase intention, it could benefit from a clearer articulation of the problem or gap that the research aims to address.

## 2. Literature Review and Hypothesis

The grand theory in this research is the 4P marketing mix (*marketing mix*) which consists of Price, Product, Place, Promotion, but the place aspect is not the focus of this research. The marketing mix or marketing mix are variables that can be controlled by a business and consist of product, price, place and promotion. According to Kotler (2012), the marketing mix generally focuses on a strategy that combines product, price, promotion, and place, all of which are adjusted to generate maximum revenue for the product being marketed through customer satisfaction. Based on existing marketing mix theory, the substantive theory of this research variable is price; vehicle operating cost, product; features, and promotion; marketing event.

This research also uses consumer behavior theory because purchase intention is consumer behavior that appears as a response to objects that express the consumer's desire to buy (Kotler & Keller, 2016). Consumer behavior is a psychological process where consumers know their needs, try to estimate them, make purchasing decisions, analyze and plan data, and will carry out these plans (Anissa & Tobing, 2022).

### Features

Product features are a product attribute offered to consumers. Product features generally are various functions provided by the company to meet the needs of its consumers. With various product features provided by manufacturers, consumers are increasingly satisfied with products that meet consumer needs and differentiate the company's products from similar products from other manufacturers. Manufacturers need tools that can produce added value for consumers to be able to choose these products, one of which is by providing product features. Kotler & Keller (2016), the definition of feature is a product characteristic that complements the basic function of the product. Meanwhile, according to Berger et al., (2015) states that features are generally used to describe the functional and non-functional characteristics of a system. Then, according to Kotler & Armstrong (2012), features are a competitive means of differentiating a company's products from competitors.

### Vehicle Operating Costs

Vehicle operating costs are values that state the amount of costs incurred for vehicle operations (Loprencipe et al., 2017). Another opinion expressed by Bennet et al., in (Robbins & Tran, 2015), is that vehicle operating costs are defined as "total road transportation costs" which take into account fuel consumption, tire consumption, lubricant consumption, spare parts consumption, and overhead costs. Reporting from Road Transport Industry Training The board in (Izadi et al., 2020)

states that fuel costs, lubricant costs, tire costs, repair costs and vehicle maintenance costs are aspects of vehicle operating costs. Meanwhile, the opinion regarding to Kadarsa et al., (2019) states that vehicle operating costs are the total costs incurred by road users using vehicles from the origin zone to the destination zone.

### Marketing event

Marketing event is a type of promotion in which a company or brand is associated with a program or activity that has a theme as the aim of building experiences for consumers and promoting a product or service (Belch & Belch, 2012). Another opinion expressed by Duncan (2005) states that *marketing event* is a form of brand promotion by providing financial or supportive assistance from an organization, individual, or activity that connects a brand with sports, entertainment, cultural, social (public) activities that generates high interest, by providing feedback for advertising the company. Marketing event is a form of promotion that aims to attract customer attention and also involve customers in the event. Meanwhile, according to Suryadi (2011), the *marketing event* concept itself is an activity organized by a company or brand owner so that interactions between customers and products take place in a particular activity.

### Purchase Intention

Consumer purchase intention is a driving factor for consumers when making purchasing decisions about a product. Intention is described as a situation where the consumer has not yet taken any action based on a predictable behavior or activity. Kotler & Keller (2016) state that intention is a person's attitude that occurs as a response towards an object that expresses the consumer's desire to buy. Purchase interest will arise when the alternative evaluation process is complete. During the evaluation process, a person will build a series of decisions about the product they want to buy based on brand or interest (Kotler et al., 2014). According to Helmi in (Vania & Simbolon, 2021), consumer purchase intention is the respondent's tendency to act before making a purchasing decision. Purchase intention refers to consumer preferences when purchasing a product or service. In other words, purchase intention has other aspects that consumers buy after evaluating the product (Younus et al., 2015).

### Conceptual framework

In accordance with the preview and description above, the independent variables in this research are *features* and *vehicle operating costs* with the dependent variable in this research, namely purchase intention through *marketing events* as an intervening variable. Based on this, the research model is in Figure 2.

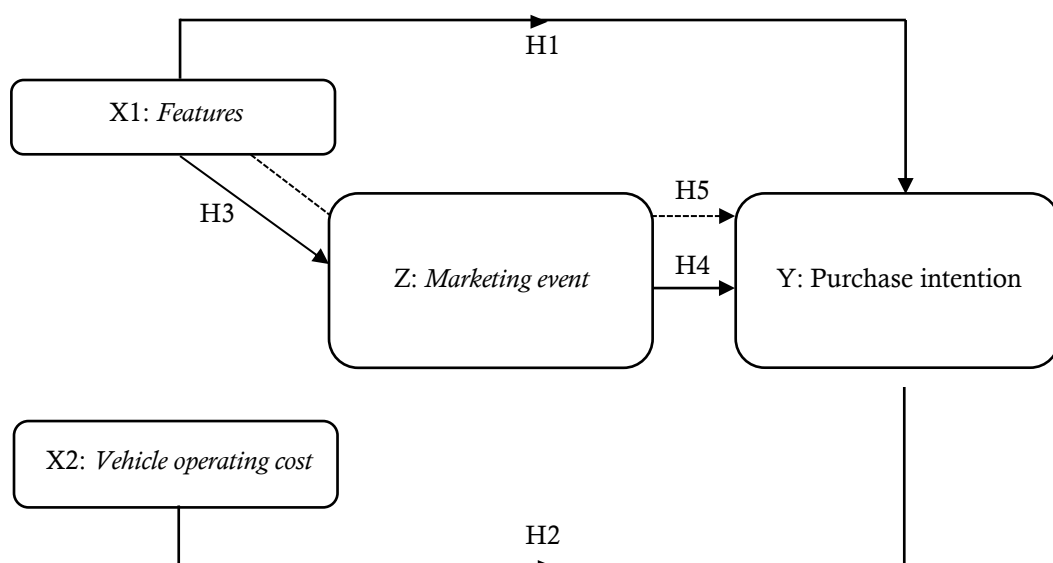


Figure 2. Conceptual Framework

## Hypothesis

A hypothesis is an assumption or tentative answer to a question when formulating a research problem. It is said to be a tentative answer because the answer is an answer that comes from theory (Manullang & Pakpahan, 2014). This research was conducted to determine the influence of *features* and *vehicle operating costs* on purchase intention of electric cars through *marketing events* among people in Jabodetabek.

Based on the background of the problem above, the results of previous research, the theoretical basis, and the conceptual framework that has been described, the author can formulate the following hypothesis:

### The Influence of Features on Purchase Intention

The definition of product features according to Kotler & Armstrong (2012), namely as a competitive tool that differentiates a company's product from similar products that are competitors. Then, consumer purchase intention is the respondent's tendency to act before making a purchasing decision (Helmi, 2015). Purchase interest will arise when the alternative evaluation process is complete and will give rise to the consumer's tendency to make a purchase or not.

It can be concluded that *features* are one of the factors that influence consumer purchase intention. The thing that influences consumers to make considerations regarding the usefulness of a product in determining which product to buy is the features of the product. In line with previous research conducted by Yan & Pakir (2022), the results show that there is a significant positive relationship between features and design on purchase intention of BEV.

**H1:** Features have effect on purchase intention of BEV car (+).

### The Influence of Vehicle Operating Costs on Purchase Intention

*Vehicle operating costs* or vehicle operating costs are values that state the amount of costs incurred for vehicle operations (Loprencipe et al., 2017). Another opinion expressed by Bennet et al., in (Robbins & Tran, 2015), states that *vehicle operating costs* or vehicle operating costs are defined as "total road transportation costs" which take into account fuel consumption, tire consumption, lubricant consumption, spare parts consumption, spare parts, and overhead costs. Then the explanation regarding purchase intention is a desire that arises, and this desire reflects the consumer's or customer's desire to buy a product (Tjiptono, 2015).

Thus, it can be concluded that *vehicle operating costs* or vehicle operational costs are one of the factors that influence consumers' purchase intention electric vehicles because the use of battery power as fuel is more economical than gasoline-fueled vehicles. In line with previous research conducted by Khan & Karim (2021) stated that there is a significant impact of fuel efficiency on consumer purchasing interest.

**H2:** Vehicle operating costs effect on purchase intention of BEV car (+).

### The Influence of Features on Marketing event

According to Kotler & Keller (2016), the definition of feature is a product characteristic that complements the basic function of the product. Meanwhile, according to Berger et al., (2015) states that features are generally used to describe the functional and non-functional characteristics of a system. Then, according to Kotler & Armstrong (2012), features are a competitive means of differentiating a company's products from competitors.

Thus, it can be concluded that *features* are one of the factors that influence consumers' purchase intention electric vehicles after participating in *marketing events*, because after experiencing direct experience at automotive exhibitions, consumers' purchase intention is encouraged to adopt electric vehicles. In line with previous research conducted by Bühler et al., (2014) stated that after experiencing a *battery electric vehicle* (BEV), the relevance of low noise as a benefit, high torque,



smooth driving, fun, and charging at home as an advantage and range and the need for planning as barriers will be higher than ever.

**H3:** Features effect on Marketing event effect as an intervening variable (+).

### The Influence of Marketing Events on Purchase Intention

*Marketing events* are a means of promoting a product to be introduced to consumers in a particular activity by relying on the perceptions of customers who attend the activity and hope that consumers can buy the product being promoted. *Marketing events* are activities organized by a company or brand owner so that interactions between customers and products take place in a particular activity (Suryadi, 2011). The opinion according to Hoyle (2006) *Event marketing* is a form of promotion that aims to attract customer attention and also involve customers in the event.

Previous research conducted by Nguyen & Vu (2022) regarding the involvement of sponsored products on consumer purchase intention showed that involvement with sponsored events had a direct positive effect on purchase intentionsponsored products and sponsor-event congruence had a direct positive effect on purchase ntention. sponsored products. Then the explanation regarding purchase ntention was put forward by Chhetri et al., (2021) that purchase ntention is defined as deliberate and firm planning and efforts to buy certain products or services.

Thus, it can be concluded that *marketing event* is one of the factors that influences consumer purchase ntention which is stimulated through the senses of sight and hearing when attending automotive *events* or *exhibitions*. In line with previous research conducted by Ju & Jung (2020), it was stated that the satisfaction of the experience after the exhibition event experience had a positive effect on purchase intention.

**H4:** Marketing events influence on purchase intention of BEV cars (+).

### The Influence of Features on Purchase Intention through Marketing Event

Product features generally are various functions provided by the company to meet the needs of its consumers. According to Schmitt in (Aprilia & Susanti, 2022), features are a product as a function with different characteristics. *Features of a product can be* a character or characteristic of the product that the company provides to meet the needs of its consumers. The opinion according to Kotler & Armstrong (2012) is that features are a competitive means of differentiating a company's products from competitors.

Previous research conducted by Ullah et al., (2021) entitled "*The impact of smart connectivity features on customer engagement in electric vehicles*", explains the influence of features on customer interest in electric cars through customer *experience*. The results of this research are that smart connectivity features have a significant indirect effect on customer attraction through customer experience.

Thus, it can be concluded that *marketing events* mediate between *features* and purchase intentionelectric cars. Through direct customer experience at automotive exhibition activities/events, it can stimulate customer interest in adopting electric-based vehicles.

**H5:** Features effect on purchase intention BEV cars through marketing events (+).

## 3. Data and Methods

The purpose of this research is to determine the influence of *feature variables* (X1) and *vehicle operating costs* (X2) on purchase intention (Y) through *marketing events* (Z). The research object used is an electric car or *battery electric vehicle* (BEV). The method used is descriptive and survey, where research explains social phenomena through various interrelated research variables and data collected from respondents using questionnaires as a data collection tool.

### Population

Sugiyono (2014) and (Santosa & Hidayat, 2014) state thst population is defined as a general domain consisting of objects or subjects with certain characteristics and qualities that researchers designate to study and then draw conclusions. From the explanation above, it can be concluded that

population is a collection of aspects with broad characteristics that can be used as a measuring tool in research to draw conclusions whether they are in accordance with the hypothesis that has been made previously. The population in this study were people aged over 21 year in Jabodetabek.

### Sample

An explanation of the sample according to Sujarweni (2014) and (Wahyuddin et al., 2023) states that the sample is part of several characteristics of the population used for research. In this research, the sampling technique used was a *non-probability sampling method*. According to Sujarweni (2014), *non-probability* sampling techniques are sampling techniques that do not give each member of the population the same probability of being included in the sample. This *non-probability sampling* technique is used because the existing population size is unknown. The *non-probability sampling* technique that will be used is *purposive sampling*. The respondents who will be selected in this research have the following criteria: Respondents are people who live in Jabodetabek; Over 21 years old; Have a monthly income above Rp. 5,000,000; Drive by car more than 3 (three) times in 1 (one) week.

### Method of collecting data

The data collection process is a process that the author goes through to obtain accurate information or analysis about what he wants to research. Various types of data, data sources, and data collection techniques were used in this research, which will be explained in this section.

### Data Types and Data Sources

The types of data used as measurements in this research are primary data and secondary data. According to Arikunto (2010) stated that primary data is data taken from reliable subjects in the form of verbal or oral sentences, body movements or behavior, in this case the subject (informant) is related to the variables studied. The primary data in this research is in the form of a questionnaire which will be distributed to people aged over 21 years (mature) in Jabodetabek. Then the meaning of secondary data is explained by Sugiyono (2014) stated that secondary data is a source of data that is indirectly provided to researchers. Secondary data in this research was taken from research that had previously been carried out and some additional data was taken from several official websites, both commercial and non-commercial.

### Data collection technique

The data collection technique in this research used a survey in the form of a questionnaire distributed to people aged over 21 year in Jabodetabek. Filling out the questionnaire was assisted using an intermediary *Google form*. The questionnaire distributed contains questions referring to the attitudes, responses, expect and satisfaction of respondents which are aimed at finding out the relationship between the independent and the dependent variable.

## 4. Results

### Validity and Reliability Test

The results of observations in the r table show that the value for the sample (N) = 30 is 0.1996. Referring to the results of the validity test, all instruments from the *feature variables* (X1), *vehicle operating costs* (X2), *marketing events* (Z), and purchase intention(Y) which consist of 20 (twenty) statement items produce an r value. count is greater than r table. So it can be said that all statements are valid. According to Ghozali (2018), explains that a questionnaire can be said to be reliable when a person's response to a statement is consistent or stable over time. In this study, reliability as assessed by the Cronbach's alpha instrument value is considered reliable if it has a reliability of 0.60 or greater. The reliability test results are presented in the form of table 4.2 below:

**Table 1. Reliability Test Results**

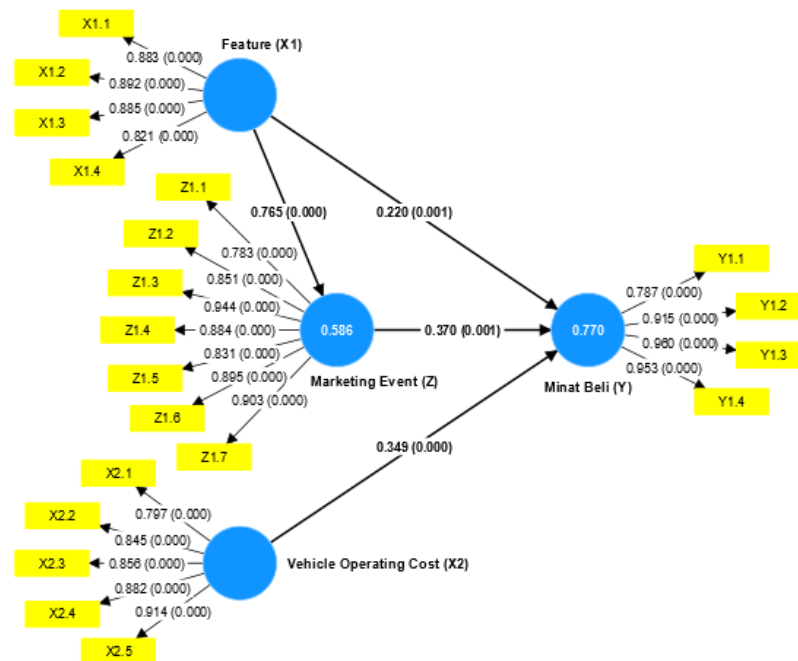
Variables	Cronbach's Alpha
Features (X1)	0.893
Vehicle Operating Cost (X2)	0.921
Marketing event (Z)	0.940
Purchase Intention (Y)	0.915

Source: Processed data

Features, vehicle operating costs, marketing events, and purchase intention result Cronbach's alpha values more than 0.60. So it can be concluded that all instruments for these variables are said to be reliable.

### Hypothesis test

At this hypothesis testing stage, we will analyze whether there is a significant influence between the independent variables on the dependent variable. Hypothesis testing is carried out by looking at *path coefficients* which show parameter coefficients and t statistical significance values. The significance of the estimated parameters can provide information about the relationship between research variables.



Source: Processed data

**Figure 2. Bootstrapping results**

The limit for rejecting and accepting the proposed hypothesis is using a probability of 0.05. In research using SmartPLS, statistical testing of each hypothesized relationship is carried out using simulation. This was done using the *bootstrap method* on the sample. *Bootstrap* testing is used to minimize the problem of non-normality in research data. The Figure 2 are the test results with *bootstrapping*.

Abdillah & Hartono (2015) state that the level of significance in hypothesis testing is measured using the path coefficient value parameter. This test looks at the estimated path coefficient and t-statistic value with significance at  $\alpha = 5\%$ . If the t-statistic value is higher than the t-table value, namely 1.984 for the one-tailed hypothesis, then the hypothesis can be accepted. The following presents the estimation output for testing the structural model:



**Table 2. Path Coefficients Results**

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>t- statistics ( O/STDEV )</i>	<i>p values</i>
Marketing event → Features	0.765	0.760	0.087	8,778	0,003
Purchase Intention → Features	0.220	0.225	0.069	3,209	0.011
Marketing event → Purchase Intention	0.370	0.362	0.110	3,336	0.041
Vehicle Operating Cost → Purchase Intention	0.349	0.349	0.098	3,573	0,032

Source: Processed data (2023)

Based on the output in Table 2 and Figure 2 it is found that:

- Features* influence *Marketing event*. This can be seen from the Path Coefficients output which obtained  $p\text{-values} < 0.05$  ( $0.003 < 0.05$ ) showing a significant influence, so that if the development of features in electric cars increases, marketing events will also increase.
- Features* influence Purchase Intention. This can be seen from the Path Coefficients output which obtained  $p\text{-values} < 0.05$  ( $0.011 < 0.05$ ), showing a significant influence so that if the development of *features* in electric cars increases, purchase ntention will also increase.
- Marketing Events* influence Purchase Intention. This can be seen from *the Path Coefficients output* which obtained  $p\text{ values} < 0.05$  ( $0.041 < 0.05$ ), showing a significant influence so that if *marketing events* increase then purchase ntention will also increase.
- Vehicle Operating Costs* influence Purchase Intention. This can be seen from *the output of Path Coefficients*  $p\text{ values} < 0.05$  ( $0.032 < 0.05$ ), showing a significant influence so that if the development of *vehicle operating costs* in electric cars increases then purchase ntention also increased.

### Mediation Test Results

The mediation test is used to analyze how strong the influence is between direct, indirect and total influence variables. Indirect effects *are* nothing but the results of the coefficients of all coefficient lines with one-ended arrows.

**Table 3. Indirect Effects Results**

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics ( O/STDEV )</i>	<i>p values</i>
Features → Marketing Event → Purchase intention	0.283	0.275	0.090	3,149	0.012

Source: Processed data (2023)

Based on the output from Table 3, it shows that there are indirect effects in the influence of features on purchase intention through *marketing events* with a  $p\text{-value}$  of  $0.012 < 0.05$ , which means significant effect.

## 5. Discussion

### The Influence of Features on Marketing event

Features are product characteristics that complement the product's basic functions (Kotler & Keller, 2016). Consumers who are enriched with product information show interest in the style and nature of product design. Therefore, the feature factors of electric cars can stimulate buyers' interest in testing new vehicle models and car manufacturers can provide innovations in BEV car features such as battery life, charging time, power and speed (Yan & Pakir, 2022).

Customer experience is critical to experiential marketing activation. According to Schmitt in (Hsiao et al., 2021) states that consumer experience is conceptualized as a combination of senses

and cognition. Consumer experiences in the form of *marketing events* can stimulate the senses and cognition of consumers who attend the event. In accordance with research conducted by Ju & Jung (2020), it shows the need to improve product marketing through developing marketing events in the form of exhibitions that are oriented towards consumer experience.

### **The Influence of *Features* on Purchase Intention**

Technological developments in vehicles are important for consumers, especially in the features available in vehicles. Product features are a product attribute offered to consumers. According to Berger et al. (2015) states that features are generally used to describe the functional and non-functional characteristics of a system. This research is in accordance with previous research conducted by Li et al. (2020) showing that for young consumers, almost any incentive to reduce operational costs will increase interest in adopting electric cars.

Purchase interest is a driving factor for consumers when making purchasing decisions about a product. According to Assael in (Ratnawati, 2019), purchase intention (*intention to buy*) is an attitude that arises as a response to an object, or is also a purchase intention that gives rise to the customer's desire to make a purchase. Therefore, the feature factors of electric cars can stimulate buyers' interest in testing new vehicle models and car manufacturers can provide innovations in electric car features such as battery life, charging time, power and speed (Yan & Pakir, 2022).

### **The Influence of *Vehicle Operating Costs* on Purchase Intention**

Apart from considering the purchase price of a vehicle, consumers also pay attention to the operational costs of a vehicle before deciding to buy. According to Loprencipe et al. (2017) *Vehicle operating costs* or vehicle operating costs are a value that states the amount of costs incurred for vehicle operation. In accordance with research conducted by Caperello & Kurani (2012), it is stated that although the high cost of purchasing an electric car hinders the promotion of electric cars, the lower operating costs compared to gasoline vehicles is the main driver for consumers who want to buy an electric car.

The vehicle operational cost factor is one of the considerations for consumers when buying vehicles, especially electric cars. Lower price is the most important factor influencing the decision to adopt electric vehicles (Cecere et al., 2018). Electric vehicles offer economic advantages due to lower operating costs compared to gasoline vehicles (Figenbaum, 2017).

### **The Influence of *Marketing Events* on Purchase Intention**

Marketing event is direct communication from the company, in which the company tries to arouse consumers' emotions through interesting activities that target segments as intensively as possible (Ratnawati, 2019). Promotion through marketing events can arouse consumer purchase intention by interacting with consumers about the products being presented. According to Belch & Belch (2012), marketing event is a type of promotion in which a company or brand is associated with a program or activity that has a theme as the aim of building an experience for consumers and promoting a product or service.

Marketing events can be a means for consumers to find information about the products they want to buy. In accordance with research conducted by Ju & Jung (2020), it shows the need to improve product marketing through developing marketing events in the form of exhibitions that are oriented towards consumer experience. There is also research conducted by Firdailla & Haerani (2021) showing that marketing event has a positive and significant effect on purchase intention. Consumer experience is conceptualized as a combination of Senses and cognition (Hsiao et al., 2021). Consumers' purchase intention can be stimulated by interacting directly when attending exhibitions with the products being presented from each brand image.

### **The Influence of Marketing Events as an Intervening Variable**

According to Belch & Belch (2012) *marketing event* is a form of advertising that connects a company or brand with events or activities on a specific topic, the aim of which is to create experiences for consumers and promote products or services. According to Suryadi (2011), the marketing event

concept is a series of activities organized by the brand owner in such a way that a particular activity involves interaction between customers and products.

Through marketing events, consumers can find out and experience the features available on vehicles. Consumers who are enriched with product information show interest in the style and nature of product design. Consumer experience is conceptualized as a combination of Senses and cognition. Improving product marketing through developing marketing events in the form of exhibitions oriented towards consumer experience is needed to stimulate consumer purchase intention (Yan & Pakir, 2022; Hsiao et al., 2021; Ju & Jung, 2020).

## 6. Conclusion

Based on the results of the discussion proposed in this research regarding Marketing Events as a mediating variable between Features and Vehicle Operating Cost on Purchase Intention in Jabodetabek, the conclusion of this research is as follows: Feature influences Purchase Intention because the completeness of the features on electric cars is in accordance with consumer needs, the higher the consumer's purchase intention. Meanwhile, Vehicle Operating Costs influence Purchase Intention because the low operating costs of electric vehicles can increase consumer purchasing interest. Features have an influence on Marketing Events because the features available on electric cars can be seen and felt through marketing events such as automotive exhibitions, which can increase purchase intention electric cars from event participants. Vehicle operating costs influence Marketing events because vehicle operating costs for electric cars can be known through marketing events such as automotive exhibitions which can increase purchase intention electric cars from event participants. Marketing events influence purchase intention because marketing events such as automotive exhibitions can increase purchase intention of BEV cars from event participants.

Furthermore, Marketing events mediate the influence of Features on Purchase intention, because the features of BEV cars that are experienced through marketing events such as automotive exhibitions can increase purchase intention electric cars. Marketing Events mediate the influence of Vehicle operating costs on Purchase intention because vehicle operating costs explained through marketing events such as automotive exhibitions can increase interest in purchasing BEV cars. Managerial implications: Features, Vehicle Operating Costs, Marketing Events, and Purchase Intention. Available features can make it easier for consumers to drive, low vehicle operating costs in electric cars are more efficient and productive, and marketing events such as automotive exhibitions can convey information about electric cars by proportional because it is still considered a new BEV automotive product.

## Recommendations

Electric car manufacturers need to pay attention to increasing the number of Public Electric Vehicle Charging Stations (SPKLU) which are still limited and electric car manufacturers need to innovate *fast charging* in electric car battery charging to shorten battery charging time, so that consumers are more interested in adopting electric cars. Electric car manufacturers must maximize *marketing event* activities in the form of automotive exhibitions by increasing the number of electric vehicles that can be tried in the *test drive session* so that event participants do not have to wait long for the *test drive session* and adding a *Dyno test* to prove whether the battery mileage matches the specified specifications. There is.

## Limitations and avenues for future research

Future research needs to add other variables that can influence consumer purchase intention. Like; *environmental concerns*, social influence, financial benefits, design, viral marketing, and so on. Further research needs to be carried out on the influence of *Features* and *Vehicle Operating Costs* on Purchase Intention with Marketing event as an intervening variable on a larger scale, both in terms of the sample and the type of object studied so that it can represent the opinions of existing respondents.

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