PENGARUH *GREEN LIFESTYLE, INFLUENCER MARKETING*, DAN *PRODUCT KNOWLEDGE* TERHADAP MINAT BELI MOBIL LISTRIK

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green lifestyle*, *influencer marketing*, dan *product knowledge* terhadap minat beli mobil listrik. Penelitian ini berkontribusi pada pengembangan alat transportasi roda empat yang ramah akan lingkungan, hal ini sejalan dengan tujuan Pemerintah Indonesia yang terus berupaya mempercepat pertumbuhan industri kendaraan listrik di tingkat nasional serta tren dunia terus bergerak menuju arah pemakaian alat transportasi yang ramah lingkungan dan hemat energi. Penelitian ini menggunakan data primer dengan metode pengumpulan data melalui penyebaran kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik sampling penelitian ini menggunakan metode *purposive sampling* dan sampel yang digunakan berjumlah 100 sampel. Analisis data yang dilakukan dalam penelitian ini adalah uji asumsi klasik, analisis regresi linier berganda dan uji hipotesis menggunakan uji t, uji F, serta uji koefisien determinasi. Hasil analisis data menunjukkan bahwa *green lifestyle*, *influencer marketing*, dan *product knowledge* berpengaruh positif dan signifikan terhadap minat beli mobil listrik. Hasil penelitian ini memberikan pemahaman yang lebih baik tentang peran *product knowledge* dalam membentuk minat beli konsumen terhadap mobil listrik.

Kata Kunci: *Green, Lifestyle, Influencer, Marketing, Product, Knowledge, Minat, Beli*

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THE INFLUENCE OF GREEN LIFESTYLE, INFLUENCER MARKETING, AND PRODUCT KNOWLEDGE ON INTEREST IN BUYING ELECTRIC CARS

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Abstract

This study aims to analyze the influence of green lifestyle, influencer marketing, and product knowledge on interest in buying electric vehicles. This research contributes to the development of environmentally friendly four-wheeled transportation equipment, this is in line with the goals of the Indonesian government which continues to accelerate the growth of the electric vehicle industry at the national level and the world trend continues to move towards the use of environmentally friendly and energy-efficient transportation equipment. This study uses primary data with data collection methods through the distribution of questionnaires that have been tested for validity and reliability. Sampling technique this study uses purposive sampling method and the samples used are 100 samples. Data analysis conducted in this study is classic assumption test, multiple linear regression analysis and hypothesis testing using t test, F test, and coefficient of determination test. The results of data analysis showed that green lifestyle, influencer marketing, and product knowledge have a positive and significant effect on interest in buying electric vehicles. The results of this study provide better understanding of the role of product knowledge in shaping consumer buying interest in electric vehicles.

Keywords*: Green, Lifestyle, Influencer, Marketing, Product, Knowledge, Purchase, Intention*