

## ABSTRACT

### ***THE INFLUENCE OF PRICE, ENVIRONMENTAL AWARENESS, PRODUCT QUALITY ON INTEREST IN PURCHASING ELECTRIC CARS IN INDONESIA***

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*This study aims to examine the effect of price, environmental awareness, product quality on interest in purchasing electric cars in Indonesia using quantitative research. Sampling using unpopulation sampling method as many as 105 respondents using a questionnaire data collection method through the distribution of Google Form and analyzed using multiple linear regression with the help of SPSS 24 software.*

*Keywords: price, environmental awareness, product quality, interest in purchasing*