The influence of personality traits on purchase intention with innovativeness as a moderating variable

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Abstract

This research aims to determine the influence of personality traits (self-esteem, neuroticism, agreeableness, and extraversion) on purchase intention. Apart from that, it also examines the influence of innovativeness as a moderating variable on the influence of these variables. This research was conducted on electric car consumers. The sample from this research consisted of 143 respondents and was obtained using the purposive sampling method and analysis with WARP-PLS. The data collection method used was a questionnaire. The research results show that neuroticism, agreeableness, and extraversion have a significant positive effect on purchase intention. Meanwhile, self-esteem do not have a significant effect on purchase intention. The research results also found that innovativeness can moderate the influence of extraversion on purchase intention, but could not moderate the influence of self-esteem, neuroticism, and agreeableness on purchase intention.

Keywords: *agreableness, extraversion, innovativeness, neuroticism, self-esteem, purchase intention.*

Introduction

Global warming is a problem that is of concern to many countries in the world, one of which is Indonesia. Poor air quality can occur due to high fuel use in vehicles. Burning fuel produces gas emissions which have impacts on the environment such as global warming and air pollution. Therefore, it is necessary to have alternative energy that is more environmentally friendly (green energy) so that it does not cause environmental damage (Subitmile, 2023). In the millennial era, using a car is more than just a means of transportation but has become a lifestyle trend that must support appearance. Choosing a car is also very important to keep up with the latest appearance trends. Various types of car models are offered on the market, from convertible cars, coupe cars, hatchback cars, MPV cars, SUV cars, sedan cars, station wagon cars, sports cars, double cabin cars, electric cars, and offroad cars. Moreover, in Indonesia, demand for cars tends to be high, especially electric cars (Priyantoro & Ferdian, 2024).

Currently, there are several car brands that market electric cars in Indonesia, such as Wuling and Hyundai. The emergence of several electric car models produced by these car manufacturers has helped people become more aware of the existence of electric cars and are ready to enter the era of electric vehicles (Priyantoro & Ferdian, 2024). There are several types of electric cars, namely Battery Electric Vehicle (BEV) which completely rely on batteries for energy storage, Plugin Hybrid Electric Vehicle (PHEV) uses electricity and fuel simultaneously and use rechargeable batteries, Hybrid Electric Vehicles (HEV) combines the two drive system, and finally the type of electric car which is still not widely used in Indonesia, Fuel Cell Electric Vehicle (FCEV) (Finance, 2023).

The Indonesian government has demonstrated its commitment to reducing carbon emissions and environmental pollution through Presidential Regulation Number 55 of 2019 concerning Battery-Based Electric Motorized Vehicles (Peraturan Pemerintah Nomor 55

Tahun 2019, 2019). The Presidential Regulation aims to reduce the use of fossil fuel vehicles and encourage gradual development in the electric vehicle industry that uses battery resources. President Jokowi has announced plans regarding the use of an environmentally friendly transportation system, as well as prohibiting the use of conventional vehicles and only allowing the use of electric vehicles in the new capital city of IKN (Kencana, 2023).

At the G20 Summit 2022 Bali, the government used electric vehicles as operational vehicles. There are several types of electric cars at the 2022 Bali G20 Summit such as Hyundai IONIQ 5, Hyundai Genesis Electrified G8, Lexus UX 300e, Toyota BZ4X, and Wuling Air Ev (Cha, 2022). The use of electric cars at the G20 Summit is clear evidence that the Indonesian government supports the transition from fossil energy to renewable energy. As a country rich in nickel resources, the government has a future target for Indonesia to become a producer of electric car batteries (Kencana, 2023). This can increase the potential for the development of electric vehicles in Indonesia. Even though sales of electric cars in Indonesia have increased in the past year, the adoption rate of electric vehicles in Indonesia is still relatively low compared to countries in Asia that are developing electric vehicles.

This is proven by data from the Institute for Essential Services Reform (IESR) which states that the lack of interest in buying electric vehicles in Indonesia is 71.2% due to the difficulty of finding Public Electric Vehicle Charging Stations and 62% is due to the price and maintenance of the vehicle. electricity is still relatively expensive (Wahyudi, 2023). Quoted from Kompas.com, Charta Political has also surveyed interest in buying electric vehicles in 2022, with the results being that 61% of respondents said they were not interested in switching to using electric vehicles and only 28% of respondents said they were interested (Sari & Pratama, 2023). In addition, personality is also an important factor influencing consumer behavior and consumer's growing concern toward purchasing intention. An individual's decision to make a purchase is based on many factors, one of which is based on the individual's personality. Personality of consumers is one of the most important that may affect decision making process in purchase intention, including self-esteem, neuroticism, agreeableness, and extraversion.

Mobil et al. (2019) found that there was a significant positive influence of self-esteem on purchase intention using a case study of a luxury cosmetic brand. Consumers tend to buy a product based on their self-image and reflect their self-esteem. If their efforts to defend themselves through purchasing products are successful, then their purchasing habits will become stronger and they will further increase their purchasing intensity. The results of this research are also supported by Lestari & Kristiyanto (2018) which found that there is a positive influence of self-esteem on purchase intention. This consumer behavior is based on the fact that when individuals have high self-esteem, the intensity of purchasing a product will also be higher. This is because by buying a product that has high value in the eyes of society, their self-esteem will also increase because they base this behavior on their social environment. Consumer use the status of goods as a symbol to communicate with a group of references that have a very vital response for consumers who buy goods (Liwe & Nurcaya, 2019). Individuals can feel more appreciated and recognized by their peers, thereby increasing their self-confidence (A'yun et al., 2023). However, Goenawan (2014) found the opposite results.

H1: Self-Esteem have a significant on purchase intention

Neuroticism is a personality trait that assesses ability someone who is under pressure or stress. The positive characteristic of Neuroticism is called Emotional Stability. Emotionally stable individuals tend to be calm when facing problems, confident, and have a firm opinion.

Meanwhile, the personality characteristics of Neuroticism (negative characteristics) are easily nervous, depressed, not confident and easy to change thought. Nelvi and Raudatussalamah (2017) found that there was neuroticism had a significant positive influence on food purchasing behaviour.

H2: Neuroticism have a significant on purchase intention

Chaturvedi et al. (2020) also found that agreeablesness had a positive and significant effect on purchase intention. Agreeablesness is Individuals who have the Agreeableness trait tend to be more compliant with other individuals and have a personality that wants to avoid conflict. The positive characteristics are Morality, Trust, Altruism, Modesty, Sympathy, Cooperation. The opposite characteristic is those who do not easily agree with other individuals because they like to oppose, are cold and unfriendly. This research found that agreeableness or individual behaviour that tends to avoid conflict has a positive effect on purchase intention. When making a purchase, they will always buy the same brand (Aisyiyah et al., 2019) . They will be very loyal to the products they buy because they don't like causing conflict (either for themselves or with other people). Nelvi and Raudatussalamah (2017) found that there was no influence of agreeablessness on food purchasing behaviour the purchase intention generated.

H3: Agreeablessness have a significant on purchase intention.

Chaturvedi et al. (2020) found that extraversion had a positive and significant effect on purchase intention. Extraversion is the behaviour of individuals who like fun and are dominant in their environment, the more insight they will have. With the large amount of insight they have, there is a tendency for them to make purchases of products that are of interest to their friends, so the higher an individual's level of extraversion (the more he socializes with his friends), the higher his purchase intention will be. Vaitkunaite (2020) found that extraversion had a significant negative effect on purchase intention, while neuroticism had a significant positive effect on purchase intention. Genetic conditions (inheritance) possessed by each individual are considered to be able to influence individual behaviour which can encourage them to make certain decisions. Where the higher the level of neuroticism, the higher the individual's purchasing intensity tendency. When a person has a group that buys an electric car, then the individual tends to follow what the group does, namely buying the same car as them. This shows that there is a bond in the surrounding community. so that when he does the same activity as his environment, he feels accepted by the environment and increases his intensity to imitate what his group dofes. Vaitkunaite (2020) also found that individuals who have lots of friends and like to hang out, and individuals who are dominant and communicative will have lower levels of purchase intention. Nelvi and Raudatussalamah (2017) found that there was no influence of extraversion on food purchasing behaviour. Man (2012) found that extraversion does not have a significant effect on consumer impulse buying which has an impact on purchase intention.

H4: Extraversion have a significant on purchase intention.

Tempo (2023) found that the motivation to buy electric cars is not only because of concern for the environment. There are several basic motivations that underlie human behavior in order to survive and evolve, namely: (1) the motive to protect oneself, (2) care for family and relatives, (3) find a life partner, (4) maintain a life partner, (5) gain a respected status in society or prestige, and (6) the motive to group and affiliate. Electric cars as an ownership that can increase social acceptance (Hartawan, 2023). Either just to build affiliation or networks or to

find or maintain a life partner. This arises because buying and using electric cars is seen as altruistic social behavior. This means that respondents are willing to sacrifice their own interests for the benefit of the wider community. The younger generation who buy electric cars in the early stages of their launch like today, or known as early adopters, have a positive image. This is because they are seen as willing to take risks by buying relatively new products and sacrificing comfort for the sake of the environment (Paramita, 2024). This research also aims to test the role of innovativeness as a moderating variable on the influence of self-esteem, neuroticism, agreeableness, and extraversion on purchase intention.

Innovativeness is a strategy carried out by companies to improve the performance of product purchases (Kristiningsih et al., 2020). It is hoped that innovativeness can influence consumer behaviour (in strengthening or weakening) consumer purchase intentions. Consumers who have a high preference for innovation will not necessarily purchase new products, so their level of purchasing intensity will be higher for old products or those they often use (Kristiningsih & Ruswiyati, 2019). Innovation is something positive about change and awareness to show new ideas. Consumer innovativeness is a positive attitude towards change and awareness of the need to innovate by introducing new products to the market, or opening new markets, by combining strategic orientation with innovative behavior and processes so as to produce survival and success for the company, both for now and in the future (Tjokrosaputro & Cokki, 2020). The attitude of purchasing new products is influenced by interpersonal processes and a person's relationship with opinion leaders and professionals positively when opinion leaders recommend products or when opinion leaders are seen consuming a product/service. So it can be said that consumers do not always buy goods because of their hedonic value or functional value, but because of their desire to improve their social status (HURT et al., 1977).

H5: Innovativeness have a significant on purchase intention

The novelty in this study is to find out how consumer innovativeness influences the role of self-esteem, neuroticism, agreeableness, and extraversion on purchase intention. This is because for some parties, electric car products are considered something new for consumers. This study is intended to fill the research gap on consumer innovation which is relatively minimal among practitioners and academics, and to explain its relevance to current conditions and provide insights to stakeholders and the government to determine policies related to electric cars.So this the reason why this study using innovation as moderation variable between personal characteristic to purchase intention. Their aim in doing this is to reduce ignorance and eliminate ambiguity that might occur.

H6: Innovativeness can moderate the influence of self-esteem on purchase intention
H7: Innovativeness can moderate the influence of neuroticism on purchase intention
H8: Innovativeness can moderate the influence of agreeableness on purchase intention
H9: Innovativeness can moderate the influence of extraversion on purchase intention

Based on the background that has been explained and gaps in research results are still found, this research aims to determine self-esteem, neuroticism, agreeableness, and extraversion on purchase intention, as well as determine the influence of innovativeness as a moderating variable on the influence of self-esteem, neuroticism, agreeableness, and extraversion on electric car purchase intention.
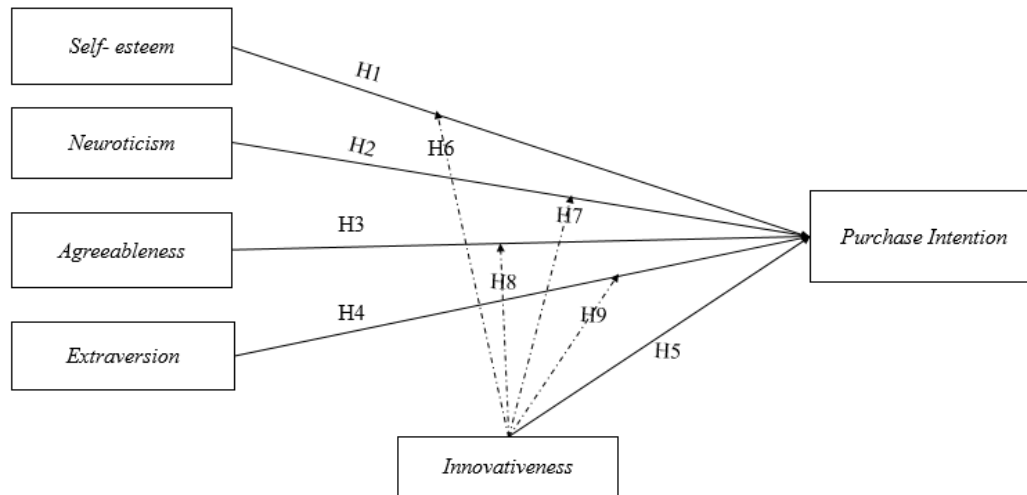
Figure 1. Research Framework

Table 1. Definition of Operational Variables

Variable	Items
Self-esteem (Wijaya & Indriyanti, 2022)	I feel safe with advances in security system technology for electric cars (feeling safe)
	I feel more appreciative of life if I use an environmentally friendly electric car (feelings of self-respect)
	I am someone who cares about the environment when using an electric car (feeling accepted)
	I feel capable of preserving air if I use an emission-free electric car (feeling capable/successful)
	I feel valuable because I can reduce air pollution if I use an electric car (feeling valuable)
Neuroticism (Tsao, Wen-Chin & Chang, 2010)	I'm afraid that if I don't use an electric car, vehicle pollution will increase (nervous)
	I feel disturbed if vehicle air pollution increases (causing depression)
	I don't have enough confidence if I don't use an environmentally friendly electric car (I'm not self-conscious)
	I'm afraid that oil will run out if we don't use electric cars (changed my mind)
Agreeableness (Migliore, 2011)	I feel it is more moral if I use an environmentally friendly electric car, because it doesn't cause air pollution (morality)
	I believe that if many people use electric cars, pollution on earth will be reduced or even free from air pollution (trust)
	I am willing to use an electric car to preserve the environment (sacrifice)
	I feel more polite in the surrounding environment if I use an electric car because it is pollution-free (politeness)
	I feel sympathetic towards cases of air pollution if using environmentally friendly electric cars (sympathy)
	I am a cooperative person regarding environmental concerns (cooperative)
Extraversion (Migliore, 2011)	I am more confident hanging out with friends if I use the Hyundai Ioniq 5 electric car (like hanging out)
	I feel that advances in electric car technology can support my high

Variable	Items
	activity level (activity level)
	if you use an electric car, environmental sustainability will be maintained and the air will be pollution-free (assertive/firm)
	I feel happier if I use an electric car (looking for fun)
	I feel that using an electric car is more fun to drive than a petrol car (cheerful)
	if I use an electric car I will be seen as an environmentally friendly person and care about preserving nature (friendly)
Innovativeness (Tjokrosaputro & Cokki, 2020)	electric cars have a futuristic design or model
	Electric cars are very environmentally friendly because they do not produce emissions that affect air pollution and do not produce sound or noise
	electric cars have sophisticated futuristic features such as autopilot, 360 degree cameras and sensors, as well as blind spot monitors to prevent potential collisions
Purchase Intention (Chaturvedi et al., 2020)	by seeing the progress of environmentally friendly technology, I am thinking about buying an electric car (interest in transaction)
	I will recommend family, close friends, colleagues to use environmentally friendly electric cars (referential interest)
	I feel more comfortable using an environmentally friendly electric car compared to other vehicles (preferential interest)
	I like looking for information about the features of technological advances in electric cars (exploratory interest)

Method

This research uses a The sample of this study consisted of 153 sample and obtained the final respondents as many as 143 respondents. This research using quantitative approach using data in the form of numbers (numerical) and processed using statistical methods. This study were gathered from secondary sources using an online questionnaire. The population used in this research were all electric car consumers. The sampling technique used non-probability sampling with a purposive sampling method using a questionnaire as a sampling tool. The characteristic of the sample were : (1) electric car user, (2) know well about electric cars, (3) age 20 years and up. To test relationship concept, this study used structural equation model with WARP-PLS (Partial Least Square) program. PLS can be applied at all data scales, it does not require a lot of assumptions.

Result and Discussions

Based on the results of purposive sampling using the questionnaire method, a total sample size of 150 electric car consumer respondents was obtained. After obtaining the sample, it was then processed using the WARP-PLS application and can be seen from results of the estimated pat coefficients and the significance level (p-value) in 5%. Table 2 shows descrition of the respondent.

This table 2 illustrates about indicates that majority respondents are individuals aged between 31 to 40 years. In testing indicators with data analysis techniques using WARP-PLS. Based on the results obtained, it can be concluded that all the indicators used in this research are valid. Apart from that, the results also show that the significance value is above 5%, thus supporting the validity of the indicators used.

Table 2. Descripton of Respondents

Demographics	Item	Quantity
Gender	Men	93
	Women	50
Age	18-20	10
	21-31	45
	31-40	50
	>40	38

Table 3. Output Discriminant Validity

Items	Self-Est	Neur	Agree	Extra	Purch	Innov	Innov Self-Es	Innov Neur	Innov Agree	Innov Extra
X1.1	**0.610**	-0.02	-0.45	0.23	0.35	-0.02	-0.30	0.17	0.63	-0.40
X1.2	**0.756**	-0.09	-0.06	0.25	-0.12	-0.08	0.01	0.19	0.19	-0.32
X1.3	**0.812**	0.02	0.05	-0.07	-0.09	0.13	-0.03	-0.00	-0.14	0.14
X1.4	**0.769**	-0.12	-0.02	0.07	0.02	-0.02	0.42	-0.04	-0.18	-0.20
X1.5	**0.694**	0.22	0.42	-0.46	-0.09	-0.02	-0.17	-0.31	-0.39	0.76
X2.1	0.085	0.74	-0.09	-0.28	0.08	0.04	0.03	-0.01	-0.10	0.03
X2.2	-0.157	**0.34**	0.33	-0.71	-0.08	0.31	0.05	-0.51	0.47	0.00
X2.3	-0.143	**0.70**	0.00	0.36	0.17	-0.04	-0.02	0.02	-0.74	0.60
X2.4	0.130	**0.70**	-0.06	0.27	-0.22	-0.15	-0.03	0.23	0.61	-0.64
X3.1	0.050	0.11	**0.72**	0.08	-0.09	0.10	0.20	0.57	-0.38	-0.34
X3.2	-0.189	-0.20	**0.62**	0.37	-0.17	-0.10	-0.16	0.20	0.35	-0.35
X3.3	0.059	0.08	**0.79**	-0.02	0.23	-0.14	-0.14	-0.27	0.00	0.25
X3.4	-0.024	0.08	**0.83**	0.06	0.14	-0.05	0.08	-0.18	-0.01	-0.05
X3.5	0.122	-0.09	**0.78**	-0.13	-0.07	-0.03	-0.05	-0.07	0.02	0.07
X3.6	-0.067	-0.02	**0.62**	-0.13	-0.11	0.29	0.06	-0.17	0.07	0.41
X4.1	-0.097	0.02	-0.45	**0.77**	0.20	-0.03	0.10	-0.20	-0.07	0.23
X4.2	0.036	-0.06	-0.01	**0.81**	0.10	0.06	0.05	0.04	0.20	-0.27
X4.3	0.077	-0.14	0.91	**0.54**	-0.45	0.00	0.05	-0.05	-0.00	0.01
X4.4	-0.086	0.19	0.11	**0.72**	-0.18	-0.11	0.19	-0.25	0.40	-0.30
X4.5	0.104	0.10	-0.21	**0.73**	0.09	0.00	-0.23	-0.02	-0.50	0.53
X4.6	-0.012	-0.21	-0.06	**0.78**	0.08	0.06	-0.16	0.45	-0.03	-0.17
X5.1	0.087	0.06	0.28	-0.50	**0.82**	0.03	-0.21	0.14	-0.23	0.24
X5.2	0.127	-0.02	-0.07	-0.05	**0.87**	-.046	0.04	-0.01	0.20	-0.20
X5.3	0.018	0.12	-0.28	0.32	**0.79**	-0.14	0.06	-0.21	0.14	0.03
X5.4	-0.311	-0.20	0.09	0.33	**0.63**	0.20	0.15	0.11	-0.15	-0.06
X6.1	0.050	0.10	-0.25	0.14	-0.13	**0.71**	-0.04	0.14	0.47	-0.53
X6.2	-0.081	-0.24	-0.15	0.17	0.36	**0.75**	-0.05	-0.00	0.18	-0.03
X6.3	0.031	0.13	0.36	-0.29	-0.22	**0.82**	0.09	-0.11	-0.58	0.49
Innova *Neur	0.00	0.00	0.00	0.00	0.00	0.00	**1.00**	0.00	0.00	0.00
Innova *SelfEs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	**1.00**	0.00	0.00
Innova *Agree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	**1.00**	0.00
Innova *Extra	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	**1.00**

Based on Table 3, variable X is deemed valid, as the value of each indicator within variable

X surpasses those of variable Z and Y. Similarly consideres valid in variable Z, gien that the value of each indicator in variable Z exceeds those of variables X and Y. The same for varible Y, which is also considered valid, as the value of each indicator within variable Y is more significant within values of variables X and Z.

Table 4. R-Square Result

Variable	R-Squared
Self-Esteem	0.018
Neurocitism	0.142
Agreeablesness	0.236
Extraversion	0.237
Innovativeness	-0.003
Innovativeness*Self-Esteem	0.050
Innovativeness*Neurocitism	0.023
Innovativeness*Agreablesness	0.012
Innovativeness*Extraversion	0.072

Table 4 presents the R-square values about the variable 'Self-Esteem, Neurocitiism. Agreeablesness, and Extraversion' (X), 'Innovativeness' (Z). Based on results, these findings indicate that each variables have a each portion in relationship. The following is a model of the results about reseach that has been carried out:
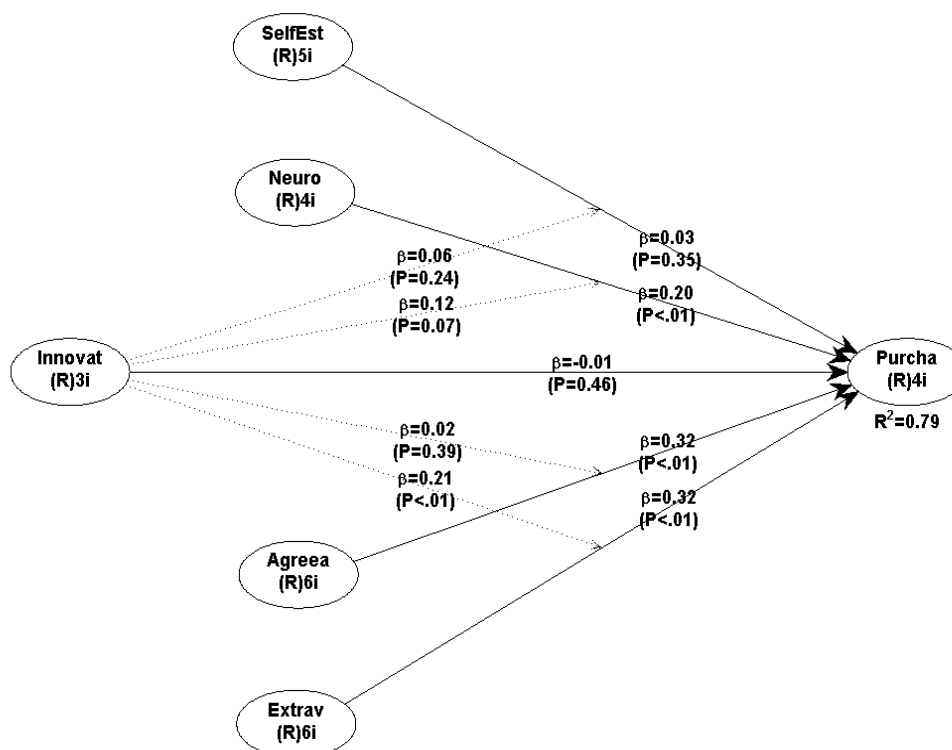

Figure 2. Results using WARP-PLS

Based on the picture above, we could described that neuroticism, agreeableness, and extraversion have a significant effect on purchase intention (because p-value are less than 0.05), but self-esteem have no significant effect on purchase intention (because p-value > 0.05). This result can found innovativeness as a moderating effect on relationship about extraversion on purchase intention.

Table 5. Research Result using WARP- PLS

Symbol	Hypothesis	Standardized path coefficients	p-value	Result
H1	Self-esteem → Purchase intention	0.032	0.352	Rejected
H2	Neuroticism → Purchase intention	0.204	0.006	Accepted
H3	AgreeablenessPurchase intention	0.324	< 0.001	Accepted
H4	Extraversion → Purchase intention	0.321	< 0.001	Accepted
H5	Self-esteem → Innovativeness→ Purchase intention	0.059	0.238	Rejected
H6	Neuroticism → Innovativeness→ Purchase intention	0.120	0.071	Rejected
H7	Agreeableness→ Innovativeness → Purchase intention	0.024	0.387	Rejected
H8	Extraversion → Innovativeness → Purchase intention	0.215	0.004	Accepted

From these results, the result is that Self-esteem does not have a significant effect on electric car purchase intention. Meanwhile, the variables neuroticism, agreeableness and extraversion have a significant positive effect on electric car purchase intention. Innovativeness can moderating effect on relationship extraversion and purchase intention.

Based on the research results, it was found that self-esteem did not have a significant effect on electric car purchase intention. This could happen because, there are still few consumers of electric cars, so representing it as a self-image has no effect. And this condition does not yet reflect a primary need to improve self-esteem when purchasing an electric car. Self-esteem is related to an individual's self-worth which is described by a sense of trust in their environment. If they feel safe in their environment, then that person's self-esteem is high and they will easily accept themselves. So this research found that individual self-esteem is not related to purchase intention. It can be concluded that there is no influence of self-esteem on electric car purchase intention. Apart from that, this research sample still covers the Surabaya area only, while the results could be different if tested in other areas that have higher levels of electric car purchases than in Surabaya. The results of this study are in line with research Goenawan (2014) which found that there was no influence between self-esteem and purchase intention of electric cars in Surabaya

Based on the research results, it was found that neuroticism had a significant positive effect on purchase intention. The results of this research are in line with research by Vaitkunaite (2020) which found a positive influence of neuroticism on purchase intention. Genetic conditions (inheritance) possessed by each individual are considered to be able to influence individual behavior which can encourage them to make certain decisions. Where, the higher the level of neuroticism, the higher the individual's purchasing intensity tendency. Based on the results of data collection it was also found that individuals who have a high level of anxiety in their environment will be more likely to encourage them to purchase electric cars. they feel responsible for the surrounding environment, and encourage them to buy electric cars compared to other individuals. If they do not buy an electric car they feel they are not participating in improving the environment and they will be anxious if the environment gets worse and in the end they will blame themselves for not taking part in the environmental improvement program.

Based on the research results, it was found that agreeableness had a significant positive effect on purchase intention. Consumers who have agreeableness behavior will tend to be critical and have deep considerations before deciding to buy a product. And when they have decided on a chosen product, consumers will not easily switch. They will appreciate the products they own and take good care of them. So the higher the level of agreeableness a consumer has, the higher the level of purchase intention they will make (Aisyiyah et al., 2019). This individual's behavior assesses that by buying an electric car, they are participating in a program to improve the environment around them. They have high empathy and understand the feelings around them, so when they see that there is a program to improve the environment, they are moved to immediately adapt and participate in the program.

Based on the research results, it was found that extraversion had a significant positive effect on purchase intention. The results of this study are in line with research by Chaturvedi et al. (2020) who found that there is a positive influence of extraversion on purchase intention. Extraversion or the behavior of individuals who like fun and are dominant with their environment, the more insight they will have. With the large amount of insight they have, there is a tendency for them to make purchases of products that are of interest to their friends, so the higher an individual's level of extraversion (the more he socializes with his friends), the higher his purchase intention will be. When a person has a group that buys an electric car, then the individual tends to follow what the group does, namely buying the same car as them. This shows that there is a bond in the surrounding community. so that when he does the same activity as his environment, he feels accepted by the environment and increases his intensity to imitate what his group does.

Based on the research results, it was found that innovativeness could not moderate the influence of self-esteem on purchase intention. So, innovativeness does not strengthen or weaken in relationship self-esteem on purchase intention for electric car. Based on the research results, it was found that innovativeness could not moderate the influence of neuroticism on purchase intention. So, innovativeness does not strengthen or weaken in relationship, neuroticism on purchase intention for electric car. Based on the research results, it was found that innovativeness could not moderate the influence of agreeableness on purchase intention. So, innovativeness does not strengthen or weaken in relationship, agreeableness on purchase intention for electric car. Based on the research results, it was found that innovativeness can moderate the influence of extraversion on purchase intention. Extraversion is a personality dimension that reflects the way a person interacts socially. They are sociable and like to be the center of attention. Innovativeness can strengthen the influence of extraversion on purchase intention because innovative consumers have responsive strategies and have long term projections which can encourage the personality of consumers who have a high level of extraversion to carry out purchase intention. Who have much friends will see things from a broader perspective and have a different perspective. So, they consider the innovativeness side of the product.

Conclusion

Global warming is a problem that is of concern to many countries in the world, one of which is Indonesia. Burning fuel produces gas emissions that have an impact on the environment, such as global warming and air pollution, so choosing an environmentally friendly car is an unavoidable choice. Also supported by the Indonesian government, it has demonstrated its commitment to reducing carbon emissions and environmental pollution through Presidential Regulation Number 55 of 2019 concerning Battery-Based Electric Motorize Vehicles

(Indonesia Government, 2019) . Choosing a car is also based on the personality of the consumer himself. This research aims to determine the influence of self-esteem, neuroticism, agreeableness, and extraversion on electric car purchase intention. The sample obtained was 143 respondents using a questionnaire. This research was processed using the WARP-PLS method. The research results show that self-esteem does not affect purchase intention. Meanwhile, the variables neuroticism, agreeableness and extraversion have a positive effect on electric car purchase intention. The research results also found that innovativeness can moderate the influence of extraversion on purchase intention. But innovativeness could not moderate the influence of self-esteem, neuroticism, and agreeableness on electric car purchase intention. It is hoped that this research can add to studies and knowledge regarding the influence of individual character in influencing the intensity of purchasing an item. The implications of this study are for the government, it is hoped that they can make policies that can encourage people to use and switch from fuel-powered cars to electric cars. For company stakeholders, it is expected to be a reference in making electric cars that can attract people to buy electric cars and create new innovations related to electric cars in the future. This research has limitations, including that the sample used is still general, namely for all types of electric cars, the distribution of the questionnaire is still wide, the sample used is still minimal, and the variables used are still four variables.

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