

BYD DENZA D9 CONSUMER ANALYSIS USING JOBS TO BE DONE METHOD IN JABODETABEK

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ABSTRACT

Study This intended For know description profile the consumer decides buy and use car electricity with brand BYD Denza D9 in Jabodetabek. Various the benefits offered car electricity compared to manual car indeed show sale car electricity brand This increase compared to with car conventional ber dimensions similar. Behavior purchase until use car electricity in the segment selected consumers use Empathy Map Method through interview For get information through perspective consumer said. Analysis descriptive used through indicators in Empathy Map Method explain that segment This is those who are active, agile and smart in plan cost operational journey with vehicle personal they, time travel, and convenience during usage. Scientific articles This expected can become input For action next for the owners brand vehicle electricity and the government that wants push more Lots use car friendly electricity environment.



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1. INTRODUCTION

Vehicle electricity or Electric Vehicle (EV) is a growing market Extraordinary increase post pandemic Covid-19 in various parts of the world, including Indonesia. Data in the United States show market increase up to two times from year to year, where 2021 shows contribution sale EV 4% from sale vehicle new and up 2% from sale 2020. Globally, according to (pluginamerica.org, 2022) The EY Mobility Consumer Index (MCI, 2022) shows trend consumers

who do journey more A little compared to before period Covid-19 but preference consumer to cars and vehicles electric (EV) in particular the more strong. From the side manufacturer car show they invest massive in technology this, for example Ford Motor Co, General Motors, and others expect the global market to vehicle electricity will grow. Not only from side manufacturers, even OEMs and dealers are increasingly speed up transition to EV For get opportunity from the growing EV market wide and high growth its sales.

Lots of research consumers who do For understand motivation consumer to vehicle electric (EV). Findings in the survey conducted (MCI, 2022) showed that the main motivator in sale vehicle electricity stay still concern to environment, emergence incentive vehicle electricity and penalties For vehicle ICE (Internal Combustion Engine or vehicle existing conventional moment This made from burn fossils). According to (MCI, 2022), through a survey conducted in 18 countries with Respondent more from 13,000 consumers For track pattern mobility consumers and intentions purchase since the beginning the pandemic in 2020 shows that Consumer more seldom traveling compared to the previous period Covid-19, but preference they to cars, especially vehicle electricity, increasingly increase and more of the 50% of consumers who plan buy car will choose vehicle electricity fully, hybrid plug-in, or hybrid.

Use car personal the more increased, including have it through purchase vehicle new, because want to avoid use transportation general with risk hygiene and being infected with viruses though government Already intensive campaign convincingly public that Already safe traveling by bus, train fire, and vehicles general others. Survey by Plug in America also showed the same tendency like EY Mobility Consumer Index and also found that 90% of owners vehicle electricity it would be very possible buy vehicle next is vehicle electricity. Some research conducted by the organization automotive as the Pulsar EY Mobility Consumer Index, Plug In America, shows that motivation main owner vehicle electricity For buy vehicle electricity is environment and quality air, with about 50% indicates that matter This is consideration most important for they, almost triples from most frequent considerations called as consideration most important next. Economic factors participate affect it that is price increasing purchases affordable, cost filling power at home considered more low compared to purchase material burn fossils whose prices are increasing, taxes vehicle very small annual, increasingly new models diverse and unique. In addition to the factors satisfaction said, there is a number of things that are considered burdensome and still need provided and repaired like infrastructure filling Power battery the public in number Still little, speed filling Power battery, dissatisfaction will dealer knowledge is considered not enough competent For vehicle electricity.

The car is still as fashion the most preferred transportation by most big consumers, and cars electricity with fast appear as choice car the most new chosen by some big buyers, based on a global survey conducted EY Mobility Consumer Index 2022. Consumers who buy car electricity is also increasing interesting For known reason or motivation main buyer / owner consider vehicle or car electric (EV), how they look for source the information available to them access related EV, and whether they satisfied with car electricity owned moment This. Information the become important and useful things For made into as Topic research that will be explain profile consumer car electricity, especially in Indonesia, Jabodetabek.

Electric cars are starting to Lots get attention in Jabodetabek in category vehicle premium electricity is BYD Denza D9, a car electricity various MPV luxury that comes from from China. This car is results collaboration strategic between company automotive giant BYD Auto with Mercedes-Benz, below brand Denza. Its design is modern, luxurious, and equipped with technology advanced making it one of the vehicle sufficient electricity stands out in its class, while at the same time interesting interest public urban areas that want combination comfort, prestige, and sustainability. In terms of Model and color options, BYD Denza D9 present with various trim variants and two options power drivetrain : full electric (EV) and plug-in hybrid (PHEV) versions, providing more flexibility big for Consumers. Selling price car This in the Indonesian market is in the range of Rp. 1,350,000,000 to Rp. 1,500,000,000, making it as competitor strong for vehicle other premiums such as the Toyota Alphard H EV, Lexus LM, and Hyundai Staria Signature EV. (Tempo Otomotif, 2024; BYD Indonesia, 2024).

Interestingly, although including in segment vehicle luxury, development strategy BYD Denza D9 reflect the principle of disruptive innovation as proposed by Stephen Wunker and Jennifer Law in book they Costovation : Innovation that Gives Your Customers Exactly What They Want and Nothing More (2018). Even though it's deep book the BYD Denza D9 No called in a way explicit, approach BYD in development line product EV can associated close with draft said. BYD through Denza make an effort provide products that meet market expectations in matter technology, comfort, and efficiency, while in a way careful control structure cost production. With ownership full on chain supply like battery and system drivetrain, BYD succeed press cost production, but still give mark high on consumers. Behind design luxury and performance tall BYD Denza D9, tucked away philosophy efficiency production that becomes Power competition BYD in the global market (Law & Wunker, 2018).

In general technical, BYD Denza D9 offer distance travel until more from 600 km in very filling full (for full EV version), as well as system filling fast DC

fast charging capable charge 30–80% power only in 30 minutes time. The interior designed with luxury equivalent to an executive sedan, equipped with chair electric made from skin Nappa on all lines, system entertainment with screen big up to 17.3 inches, panoramic sunroof, and ambient lighting that can be adjusted. While that, from side security, car This equipped with 10 airbags, system braking advanced, 360 degree camera, features ADAS (Advanced Driver Assistance System), and a body structure made of ultra-high-strength steel. This shows that even though developed by the manufacturer China, BYD Denza D9 fulfil standard global safety even beyond a number of competitor from Japan and also Europe.

In the Indonesian context, the BYD Denza D9 has start glanced at by segment consumer class above, especially those who want vehicle electricity capacity big comfortable For family or journey business distance far away. One of the consumers interviewed researcher is Bambang Rudi Hartanto, a businessman property origin Jabodetabek who chose BYD Denza D9 as vehicle electricity both of them after previously using an electric sedan. He to mention reason main choose car This is Because comfort cabin, performance machine smooth electric, image exclusive, and efficiency cost operational term long. He also added that presence facility filling repeat battery at home which has provided party BYD become mark add convenience use daily.

Further Again, the BYD Denza D9 also has it fulfil condition regulation government related vehicle electricity, including liberation Transfer of Name Tax (BBNKB), incentives tax low annual rates, and policies free odd-even in some city big like Jakarta. This is make car This No only as status symbol, but also as choice strategic for consumers who want transition to vehicle electricity in a way full without lost comfort and also prestige driving. For the Jakarta area, for example, tax annual BYD Denza D9 only around Rp. 1 million up to Rp 2 million, far more low compared to vehicle conventional in class similar to what can be reach dozens million rupiah per year (CNN Indonesia, 2024).

For more understand motivation consumer in choose BYD Denza D9 as vehicle electricity they, use approach Empathy Map is very relevant done. With understand more in what consumers feel, think, see and do such as Bambang and others, researchers and practitioners industry can compile profile consumer EV premium segment in Jabodetabek in a way more comprehensive. Information This would be very useful in formulate a better marketing strategy sharp for party dealers, distributors, and government stakeholders in support ecosystem vehicle electricity more national inclusive and sustainable.

2. LITERATURE REVIEW

Behavior Consumer

Behavior consumer focused on the way individual take decision For utilise source the power they have have (time, money, effort) to fulfil desire buy or get goods or service For needs consumption. This is naturally relate close with What will they buy, why they buy, when they will buy, where they will buy, how much often they Want to buy and how much often they will use it, so that behavior consumer is action related individuals with his decision in obtain and use products and services they provide get. (Kanuk, 2008). According to (Kanuk, 2008) there are three stage in the process of taking decisions on behavior consumer that is stage input, process stage and stage output. At the stage input, this is the stage at which efforts marketing and influence sociological external influence introduction consumer to a products and effects cumulative, at the stage input This will influence What will purchased by consumers and how they use it. The process stage is stage Where consumer take decisions involving motivation, perception, knowledge, personality, attitude, search information, pre purchase, and before do decision purchase. Stage output is stage post purchase which includes behavior purchasing and evaluation post purchase.

Important for marketer For learn behavior consumer with put consumer as the core of marketing, so that understanding consumer guide marketers on the right and effective marketing strategies. In other words, studying behavior consumer aiming For know and understand various aspects that occur in consumers, which are used For develop policy successful marketing. With understand behavior consumer, thing the first one that can done is formulate the right marketing strategy and be able to planned moreover before, like When launch product, when offer attractive discount to buyers and so on. Understand behavior consumers can also give marketer description moment to design or make a product, how do adjustment price, determine quality desired product consumers, such as What the packaging, and as seller meaning satisfaction consumer means No disappointing consumers.

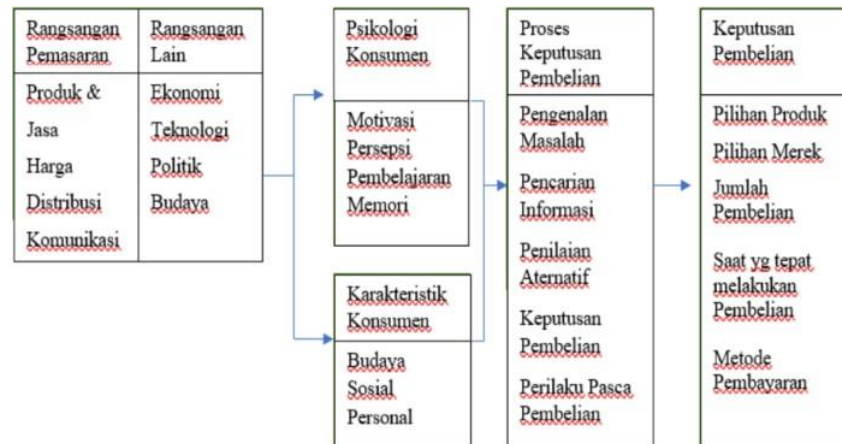


Figure1. Consumer behavior

Profile Consumers - Empathy Map Method

Empathy map help For develop empathy from side its users and guides the maker in make user - centric solutions that fit with their target audience. Empathy map usually filled through research, observation, or interview with user or customers. With fill in every part map, then will to obtain view holistic about experience users and can identify point difficulties, opportunities, and areas where they can to design solutions that meet need user in a way effective. Empathy map usually shared become four part :

1. Think and Feel : This section focuses on thoughts, beliefs, and emotions users. This is intended For to reveal what is thought and felt user about context, problem, or experience certain. What are your motivations, goals, and aspirations? them ? What are their fears, frustrations, or challenge they ?,
2. See : This section consider environment physique users. It explores what to see surrounding users, including people, objects, and visual cues. Understand what they observe and how environment they influence behavior they are very important in to design a harmonious solution with context they,
3. Hearing (Hear): This part focus on experience hearing users. This includes what is heard user from other people, such as conversation, feed back, or recommendations. Understand the information they have accept and how matter That influence taking decision they can give valuable insights, and
4. Say and Do : This section catch behavior, actions, and verbal expressions of users. It explores what is said and done user in the relation with context or

problem the specifics that are being handled. This includes interaction, movement body, and response they.

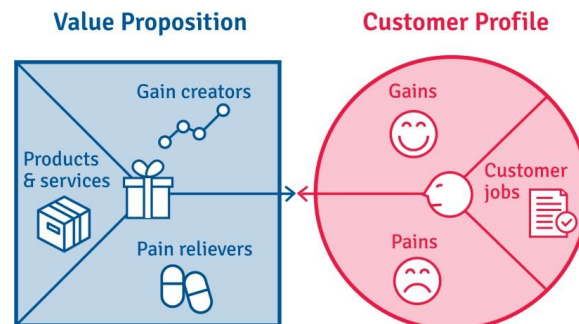


Figure 2. Value Proposition Canvas

Electric Car (Electric Vehicle)

In general definition, when This vehicle electricity or EV present in three type base namely " vehicle" all-round electricity " which sometimes called as a " vehicle" electricity battery " where fully use stored electricity in package installed battery. The second type is a " vehicle" electricity hybrid plug-in " that is own small internal combustion that together with package battery, so that If battery finished so machine gas can take transfer function vehicle. For second above type, consumer or user fill in repeat battery with plug in car they to station filling Power special. The third type namely " vehicle" electricity cell material burn " which has cell material burn in cars that produce electricity from compressed hydrogen For turn on the engine motor. The third type this is the least the amount compared to the first two types. The third the above type different with " vehicle electricity hybrid " where the electric motor is relatively small complete machine internal combustion. This model is type arrangement common in generation first " car electricity " mass market, but Because car This No own battery that can filled rework and its electric motor too small For move car said, then in a way general No counted as vehicle electric (EV) current This.

3. METHODS

The method used to understand the profile of electric car consumers in this research selects the object of the BYD Denza D9 brand car, which is starting to be seen in urban areas such as Jabodetabek, especially among the upper middle class who want electric vehicles with high comfort, luxurious design, and driving efficiency. This study aims to identify how this product is

used to meet the needs or complete the work/services (jobs) of its owners. For this reason, the Empathy Map approach is used as the main method in in-depth exploration of users.

Empathy Map is a visual tool that aims to help researchers and business people understand consumers from an emotional, cognitive, and functional perspective in more depth. This method allows researchers to enter into the minds and feelings of users in the context of product use, so that they can design solutions, products, services, and marketing strategies that are more in line with their needs, motivations, obstacles, and expectations. In this context, the Empathy Map method was chosen because it is able to describe all aspects of the "work" that are considered and the reasons behind the decision to buy and use the BYD Denza D9 electric car, including what they feel, think, say, and do. This information then becomes the basis for designing value more accurate and relevant propositions.

The process of implementing the Empathy Map method is carried out by using trigger questions. questions) that have been designed based on the guidelines of the original method, but adapted to the context of premium electric vehicle consumers such as the BYD Denza D9. These questions are used in semi-structured interviews to collect data directly from users. The criteria for informants in this study are as follows:

1. BYD Denza D9 electric car for at least one month, either a full electric (EV) or plug-in hybrid (PHEV) variant, in order to have sufficient experience in using, evaluating, and comparing the BYD Denza D9 with previous vehicles.
2. The informants come from different professional backgrounds, such as entrepreneurs, professionals, government officials, or academics. This diversity aims to obtain rich and varied perspectives according to the needs and lifestyles of each.
3. Informants can be male or female, with an age range between 30 and 55 years, because this age segment is the most users of premium electric vehicles in Indonesia. This criterion was also chosen so that the data can represent users who are socially and economically active, and have purchasing power that matches the price of the BYD Denza D9.

The data analysis technique used in this research refers to the qualitative data processing process according to Sugiyono (2018) and the Miles and Huberman method which includes three main stages, namely:

1. Data reduction is the process of filtering and sorting data obtained from interviews and observations to suit the focus of the research. Interviews are

conducted using triggers. The questions will be transcribed verbatim, then analyzed with the help of a matrix table to group the similarities and differences of the informant's answers. The raw data that was initially random and scattered will be categorized into key elements of the Empathy Map such as: Think and Feel, Hear, See, Say and Do, Pains, and Gains. This stage is important to find narrative patterns and representations that emerge repeatedly from various informant backgrounds.

2. Presentation of the reduced data is then presented in visual form to make it easy to understand. This presentation uses a combination of matrix tables, word cloud, graph, or diagram that displays the most frequently occurring keywords from informant responses. Word cloud is used as a tool to identify dominant keywords, while matrix tables are used to map the relationship between jobs to be done, pains, and gains based on different consumer perspectives. For example, some BYD Denza D9 users mentioned the comfort of the cabin for long-distance business trips as a “ gain ”, while the challenge of finding charging fast stations can be categorized as “ pain ”. All of this information will then be mapped into a consumer profile framework, which is the end result of the data presentation process.
3. Conclusion Drawing The final step of this analysis is to draw conclusions based on the data that has been analyzed and verified. The researcher will discuss in depth each element of the Empathy Map, then compile it into a complete narrative regarding the consumer profile of the BYD Denza D9 electric car. The final result of this research is expected to provide a comprehensive and in-depth picture of who the BYD Denza D9 consumers are, how they use the vehicle, and what their expectations and experiences are. This information is very important for dealers, product developers, and policy makers, both in developing marketing strategies, after -sales services, and designing subsidy policies and supporting EV infrastructure in Indonesia.

4. RESULTS AND DISCUSSION

Unit of Analysis Study

Unit of analysis is all over thing being researched For get explanation summary about the entire unit being analyzed, unit of analysis This usually also called as the observation unit. While for observation units is a units that will be become data sources and collected (Morissan, 2017). Based on matter the then the unit of analysis in the research This that is Greater Jakarta Area

with observation unit in the form of owner car BYD electric BYD Denza D9. Observation unit own specification as following :

1. Owner consisting of two people with background behind work different and are in the range age 30 to 45 years,
2. Type car is the BYD BYD Denza D9 EV and PHEV, and
3. Minimum ownership period of one year month.

Key Informant

Informant in study This collected or determined with use method purposive sampling. Purposive sampling is techniques used For choose informant use a number of criteria or provision certain (Sugiyono, 2018), as follows are the informants :

Table 1. Key Informant

No	Name	Informant Biodata
1	Bayu Aji	Businessman property, BYD Denza D9 EV, usage six month
2	Asthie Wendra	Event Organizer Executive, BYD Denza D9 PHEV, usage six month

Source: Data primary, 2025

Research Data Collection

Data collection techniques are the most important step in research, because objective main from study is get data. Data collection can done in various settings, various sources, and various method. (Sugiyono, 2018). Data collected through semi- structured interview use trigger questions based on method Empathy Map (Osterwalder, 2014), and studies literature related trends and behavior consumer vehicle premium electricity in the city big. Literature study done with read and analyze a number of article that discusses about car electricity and its consumers in cities big in the world and in Indonesia for understand behavior the consumer decides they buy Electric car.

Interview Results Analysis and Discussion

(a). Who are we empathizing with?

This section is For know Who consumers who want We understand from perspective consumer This section explain as owner the car in progress

experience difficulty with owned car previously so that understand Why they want to or decide to other ways / types. In situations What they are ? What is the role they in situation the ?

Consumer BYD Denza D9 is user vehicle electricity that was previously use car luxurious made from burn fossils. They are in situation Work dynamic professional, prioritizing comfort, efficiency and sustainability environment.

- Use daily covers journey service, activity family, and needs business personal, with time average travel time is under 60 minutes per route.
- Election BYD Denza D9 against the backdrop need vehicle comfortable, luxurious and powerful electricity explore tall without ignore efficiency operational.

(b). What do they need to DO?

This section is For know For activity or work what do you want done and completed by the consumer and want We understand decisions related work This from perspective consumer the.

- Previously they use Toyota Alphard and BMW 530i For activity daily.
- Lack the old car is wasteful material fuel and costs maintenance tall.
- They know BYD Denza D9 through channel automotive like YouTube Fitra Eri and the exhibition cars in Jakarta.
- Competitive pricing in class luxurious EV, practicality filling power at home, and comparable interior amenities with Lexus LM become reason main purchase.
- Purchase decision performed by the user Alone after do research for ± 1 month.

Routine every the day lived by the owners BYD vehicle BYD Denza D9 generally revolves around activities professional and family, such as go to office, attending meeting business, deliver child to school, until needs journey outside city with enough times structured every day. For them, the arrangement timetable activities and efficiency cost operational is aspect important in determine vehicles used. Vehicles made from burn fossils owned previously considered own consumption material enough burn high and expensive maintenance, so burdensome expenditure monthly.

(c). What do they SEE ?

This section is For know What only the consumers look in the marketplace, in the environment moment this, what other people say and do moment this, until what they watch and read related products car electricity is what you want We understand from perspective consumer the.

- First time seeing BYD Denza D9 at the exhibition automotive and digital promotion.
- First impression is car elegant, big However futuristic, and full of technology.
- They see owner BYD Denza D9 as entrepreneur, professional young, and urban families.
- Speed use daily range between 60–100 km/h, depending condition road.

BYD BYD electric car usage Denza D9 has begun to be adopted by consumers in Jabodetabek, especially those looking for electric vehicles with high comfort and modern technological features. Although this car has only just officially entered the Indonesian market, interest in BYD Denza D9 has previously emerged through information they obtained from social media, automotive forums, and well-known automotive YouTube channels. Based on various reviews, BYD BYD Denza D9 is considered as an electric vehicle from China that offers luxury, spacious cabin space, high performance, and operational efficiency, making it a special attraction for upper middle class consumers. BYD Denza D9 users generally come from professionals, entrepreneurs, and young family executives, who have high mobility for both work and family activities. In their daily routine, the existence of a car that can provide maximum comfort, is safe for long-distance travel, and has a prestigious design is very important. In addition, the spacious cabin capacity and premium features such as electric seats, digital entertainment systems, and advanced safety features make BYD Denza D9 not only a means of transportation, but also a representation of a modern and sustainable lifestyle.

(d). What do they SAY ?

This section is For know What only those who want said by consumers so that help We For imagine what do you want they say.

- Not part of a community, but actively participates in electric vehicle forums and automotive review channels.
- The car is seen as an elegant solution for the electric vehicle transition.
- They stated that the BYD Denza D9 is suitable for long-distance travel, VIP transport, and business purposes, in addition to family mobility.

As stated in the previous section, cars BYD Denza D9 is considered capable of supporting the daily activities of its owners who have a dynamic, active, effective, and efficient lifestyle, both in the context of professional work, family activities, and medium to long-distance travel. The combination of comfort, advanced technology, and high performance makes BYD Denza D9 an ideal choice for those who prioritize quality and efficiency in mobility. Although this vehicle is included in the premium electric car category, its owners are generally not very active in interacting with fellow BYD Denza D9 users or joining certain automotive communities. This is possible because they see BYD Denza D9 more as an exclusive and functional personal mobility solution, not as a hobby or community object. This car is positioned as a classy and reliable tool for fulfilling daily needs, not just a vehicle to be discussed or shown off in user forums.

e). What do they DO ?

This section is For know What just what is done consumer day this, and behavior like what can We observation until find out what can We imagine about How they do it.

- Drive with a smooth acceleration style to save battery.
- Using BYD Denza D9 for child pick-up, client visits and intercity business trips.
- Recognizing the importance of fast charging infrastructure, especially for out-of-town use.

BYD BYD user segments Denza D9 undergoes a relatively consistent daily routine, such as traveling for work, attending business meetings, dropping children off at school, to household needs or family trips. In practice, this vehicle is used for both city mobility and intercity travel, with driving speeds that generally follow traffic standards, including minimum and maximum speed limits on toll roads. Driving behavior with smooth and efficient acceleration is the choice of BYD Denza D9 users, not only because of comfort and safety factors, but also to maintain battery energy efficiency in conditions

where charging infrastructure (SPKLU) is still limited in several areas, including Jabodetabek. With a long battery range and the support of sophisticated technology, this car is still relied on to support the active mobility of its users while minimizing concerns about recharging.

(f). What do they HEAR ?

This section is For know what consumers This listen from what other people say about BYD Denza D9 and its users, who are listened to from friends, colleagues, to goods the remains (if There is).

- In the beginning skeptical question quality car China's electricity, however after trial and information from owner other, impression changed positive.
- After become users, they get support from colleague work and family Because reason friendly environment and efficiency cost.
- Friends and colleagues show interest after know savings cost monthly and features premium.

BYD BYD electric car Denza D9 and other electric vehicles are still a matter of consumer consideration, especially in terms of battery life and quality. Although BYD Denza D9 is equipped with Blade technology BYD 's battery is known for its high durability and safety, concerns about the decline in battery performance over time remain a concern for users. This is understandable, considering that the battery component is still one of the most expensive elements in the cost structure of electric vehicles. Therefore, if at any time a battery replacement is needed, the replacement cost becomes an important aspect in long-term considerations. However, the efficiency of daily operational costs remains the main attraction of the BYD Denza D9. Compared to conventional vehicles in its class, spending on electricity and periodic maintenance is considered much more efficient. In addition, with a sturdy body construction and advanced safety features, the BYD Denza D9 provides an optimal sense of security for driving both in the city and on toll roads at high speeds. The BYD Denza D9 user segment is generally also individuals who are concerned about environmental and sustainability issues, so their decision to buy an electric vehicle is not only driven by economic factors, but also by ecological awareness. The choice of the BYD Denza D9 is a form of their commitment to a more environmentally friendly lifestyle without sacrificing comfort and quality.

(g). What do they THINK and FEEL?

This section is For know thoughts and feelings other from consumer so that matter the Motivate behavior they in decide buy and use car BYD Denza D9 electric. In his explanation will shared into two parts that is Pains that will explain all fear, frustration, and worry them and next is Gains that will show what they want, need, hope and dream.

- Pains : The main concerns are about the availability of long-distance SPKLU, and after-sales support. sales battery replacement.
- Gains : Saving operational costs (electricity \pm Rp. 400,000/month), comfortable, quiet when driving, and the exclusive impression of an electric luxury car.
- Expectations for BYD : Increase in number of charging stations station fast-charging and guaranteed availability of replacement batteries.

In addition to the explanations mentioned above, there are several other concerns expressed by BYD Denza D9 owners, particularly regarding the availability of charging infrastructure. station. They hope that the government together with related stakeholders can expand the construction of charging stations (SPKLU), especially on main routes and areas that are often passed for long-distance travel. This is important to reduce concerns about weak battery conditions in the middle of the trip, especially in situations where there are no fast charging stations in close proximity. Regarding the battery, although the BYD Denza D9 is equipped with Blade technology The battery is known to be safe and durable, the cost of replacing the battery remains a concern, especially for usage periods of more than 5-8 years. Therefore, it is hoped that manufacturers can develop new business models such as battery rental or exchange schemes, in order to reduce the high cost burden if replacement is needed. Another advantage felt by BYD Denza D9 users is the service cost which is much more efficient compared to conventional fossil fuel vehicles, as well as the annual tax which is relatively low for the luxury vehicle class. The combination of efficiency, comfort, and fiscal benefits makes BYD BYD Denza D9 is considered the right and rational choice for high-end consumers who want a high-quality and environmentally friendly electric vehicle.

5. CONCLUSION

Based on the results of interviews, empathy analysis, and data processing using the Empathy Map approach, it can be concluded that the BYD Denza D9 is one of the premium electric vehicle options that has succeeded in answering the needs of the urban consumer segment in Jabodetabek. Consumers of this

vehicle generally come from professionals, entrepreneurs, and established families who have high mobility routines, and pay great attention to comfort, efficiency, and environmental sustainability.

The selection of BYD Denza D9 was driven by various strategic reasons, such as the comfort of a luxurious and spacious cabin, lower daily operational cost efficiency compared to conventional cars, and modern and complete safety and entertainment features. This vehicle was also chosen because it is able to provide high performance without sacrificing comfort, making it suitable for daily needs and long-distance business trips.

Although consumers acknowledge a number of concerns regarding long-term battery life and the limitations of charging infrastructure, station especially outside urban areas it is not a major obstacle. In fact, users appreciate the efficiency measures offered by the BYD Denza D9, including maintenance costs and annual taxes that are relatively low for a vehicle in its class.

In general, consumers see the BYD Denza D9 not only as a means of transportation, but also as a statement of an environmentally friendly, modern, and financially intelligent lifestyle. Therefore, it can be concluded that the BYD Denza D9 meets consumer expectations for a premium electric vehicle that is practical, efficient, and has a prestigious image, while at the same time supporting the shift towards a sustainable mobility ecosystem in Indonesia.

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