

Does environmentalism factors affect behavioral intention to purchase electric cars in Indonesia? Integrating the theory of planned behavior and the norm activation model = Apakah faktor environmentalisme mempengaruhi intensi perilaku untuk membeli mobil listrik di Indonesia? Integrasi antara theory of planned behavior dan norm activation model

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Abstrak

Adopsi mobil listrik diharapkan dapat mendorong konservasi energi dan mengurangi polusi udara. Studi ini mengembangkan model penelitian berdasarkan Theory of Planned Behavior (TPB) dan Norm Activation Model (NAM) untuk menyelidiki niat untuk membeli mobil listrik di bawah pengaruh polusi udara yang parah. Studi ini meneliti warga yang berada di lima wilayah besar di Pulau Jawa, yaitu wilayah Jabodetabek, Bandung, Semarang, Yogyakarta, dan Surabaya sebagai objek survei. Sebanyak 194 responden yang sebelumnya telah memiliki mobil dikumpulkan dengan menggunakan metode purposive sampling dan data dianalisis dengan menggunakan Partial Least Squares-Structural Equation Modeling dan metode bootstrap. Temuan menunjukkan bahwa faktor TPB yang mempengaruhi niat membeli adalah perceived behavioral control, sedangkan dalam faktor NAM, faktor yang mempengaruhi adalah personal norm. Selain itu, environmental concern ditemukan memiliki pengaruh positif pada faktor TPB. Demikian pula awareness of consequences dan ascription of responsibility memiliki pengaruh pada faktor NAM yaitu personal norm dengan ascription of responsibility menjadi mediator parsial antara hubungan awareness of consequences dan personal norm.

.....The adoption of electric cars is expected to promote energy conservation and reduce air pollution. This study develops a research model based on the Theory of Planned Behavior (TPB) and the Norm Activation Model (NAM) to investigate the intention to purchase electric cars under the effect of severe air pollution. This paper takes the citizens residing in the five major areas of Java Island, namely the Greater Jakarta Area, Bandung, Semarang, Yogyakarta, and Surabaya as the object of the survey. A total of 194 respondents who previously owned a car were collected using the purposive sampling method and the data was analyzed using the Partial Least Squares-Structural Equation Modeling and bootstrap method. The findings suggest that the factor of TPB that influences intention to purchase is perceived behavioral control, meanwhile, within the Norm Activation Model factor, the influencing factor is the personal norm. In addition, environmental concern is found to have a positive influence on the TPB factors. Similarly, the awareness of consequences and ascription of responsibility have an influence on the NAM factor which is the personal norm with the ascription of responsibility being a partial mediator between the relationship of awareness of consequences and personal norm.