

Perancangan Strategi Guna Meningkatkan Intensi dalam Menggunakan Transportasi Daring Elektrik di Indonesia = Strategy Formulation to Increase User Intention to Use Electric Ride Hailing Service in Indonesia

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Abstrak

Munculnya layanan jasa transportasi daring elektrik sebagai wujud kontribusi aplikator menanggapi gerakan transformasi yang diinisiasikan pemerintah menuju penggunaan kendaraan listrik (EV) secara massif dan merata pada tahun 2030 sangat mengambil perhatian masyarakat di Indonesia. Namun, model bisnis baru ini masih harus ditinjau guna mendapatkan awareness lebih sehingga semakin banyak pengguna layanan ini. Penelitian terkait persepsi pengguna terhadap teknologi tersebut dibutuhkan untuk mengembangkan layanan jasa transportasi daring elektrik. Analisis faktor yang berhubungan dengan proses adopsi pengguna terhadap layanan jasa transportasi daring elektrik akan dilakukan menggunakan model terintegrasi Technology Acceptance Model (TAM) dan Theory of Planned Behavior (TPB). Pengolahan dan analisis data akan dilakukan dengan menggunakan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan Usefulness memberi pengaruh signifikan terhadap Intention to Use sehingga aplikator diharapkan mampu menerapkan strategi dalam meningkatkan persepsi pengguna terhadap nilai kebermanfaatan dalam meningkatkan intensi penggunaan layanan ini.

.....The emergence of electric ride-hailing services as a form of contribution from applicators in response to the government's transformation movement towards massive and equitable use of electric vehicles (EVs) by 2030 has captured the attention of the public in Indonesia. However, this new business model still needs to be reviewed to gain more awareness so that more users can use the service. Research on user perceptions of the technology is needed to develop electric ride-hailing services. Analysis of factors related to the user adoption process of electric online transportation services will be carried out using an integrated model of the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB). Data processing and analysis will be carried out using the Structural Equation Modeling (SEM) method. The results showed that usefulness has a significant effect on Attitude Towards Use and Attitude Towards Use has a significant effect on Intention to Use so that applicators are expected to be able to implement strategies in increasing user perceptions of the value of usefulness in increasing the intention to use this service.