

Analisis Faktor-Faktor Yang Mempengaruhi Konsumen Terhadap Purchase Intention Kendaraan Listrik di Indonesia = Analysis of Factors Affecting Consumer on Purchase Intention Of Electric Vehicles in Indonesia

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Abstrak

Masalah pencemaran lingkungan yang terjadi dalam beberapa tahun terakhir memaksa sektor transportasi untuk mempercepat adopsi kendaraan listrik yang ramah lingkungan. Indonesia merupakan pasar yang besar untuk kendaraan roda dua dan roda empat. Walaupun demikian, adopsi kendaraan listrik di Indonesia masih tergolong sedikit. Penelitian ini bertujuan untuk mengetahui hubungan dari faktor-faktor yang dapat mempengaruhi niat pembelian (purchase intention) kendaraan listrik di Indonesia. Penelitian ini menggunakan landasan Theory of Planned Behavior dan Technology Acceptance Model dengan tambahan lima variabel yaitu price value, perceived risk, environmental self-image, infrastructure barrier, dan financial incentive policy untuk lebih menjelaskan niat pembelian kendaraan listrik di Indonesia. Data penelitian diambil dengan menggunakan kuesioner yang disebarakan secara online dengan cara non-probability sampling. Data diolah menggunakan metode PLS-SEM dengan software SmartPLS. Berdasarkan data sampel 242 responden, didapatkan hasil bahwa perceived usefulness, perceived ease of use, dan price value secara positif mempengaruhi attitude terhadap perilaku pembelian kendaraan listrik. Temuan lain adalah attitude terhadap perilaku pembelian, price value, dan financial incentive policy secara positif mempengaruhi purchase intention sementara perceived risk dan infrastructure barrier berpengaruh negatif terhadap intensi tersebut.

.....Environmental pollution problems that have occurred in recent years have forced the transportation sector to accelerate the adoption of environmentally friendly electric vehicles. Indonesia is a large market for two-wheeled and four-wheeled vehicles. Even so, the adoption of electric vehicles in Indonesia is still relatively small. This study aims to determine the relationship between the factors that can influence the purchase intention of electric vehicles in Indonesia. This study uses the basis of the Theory of Planned Behavior and Technology Acceptance Model with the addition of five variables, namely price value, perceived risk, environmental self-image, infrastructure barrier, and financial incentive policy to better explain the intention to purchase electric vehicles in Indonesia. Research data was taken using a questionnaire distributed online by means of non-probability sampling. Data is processed using the PLS-SEM method with SmartPLS software. Based on sample data of 242 respondents, the results show that perceived usefulness, perceived ease of use, and price value positively influence attitudes toward electric vehicle buying behavior. Another finding is that attitude towards buying behavior, price value, infrastructure barrier, and financial incentive policy positively affect purchase intention while perceived risk negatively affects this intention.