

Analisis Faktor-Faktor yang Mempengaruhi Intensi Adopsi Motor Listrik di Daerah Jabodetabek = Analysis of Factors Influencing the Intensity of Electric Motorcycles Adoption in Jabodetabek Area

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Abstrak

Penelitian ini meneliti tentang sikap dan persepsi konsumen terhadap perceived relative advantage, perceived ease of use, dan perceived risk dalam mengadopsi motor listrik. Kendaraan motor listrik sangat efektif mengurangi ketergantungan bahan bakar fosil sehingga pencemaran lingkungan (CO₂) dapat dikurangi. Berdasarkan kerangka stimulus-organism-response (SOR), penelitian ini bertujuan untuk mengeksplorasi apakah driving experience motor listrik dapat mempengaruhi kognisi dan emosi individual konsumen (perceived relative advantage, perceived ease of use, perceived risk) untuk mengadopsi motor listrik. Peneliti mendapatkan 112 responden di daerah Jabodetabek yang melakukan testdrive motor Listrik, dan kemudian data tersebut diolah menggunakan partial least square structural equation modeling (PLS-SEM) dengan bantuan software SmartPLS. Hasil analisis menunjukkan bahwa driving experience motor listrik tidak secara langsung mempengaruhi intensi konsumen untuk mengadopsi motor listrik. Akan tetapi, mendorong intensi adopsi motor listrik melalui perceived relative advantage, perceived ease of use, dan perceived risk dari adopsi tersebut. Hasil penelitian ini membantu mengidentifikasi faktor-faktor penting yang mampu meningkatkan intensi konsumen untuk mengadopsi motor listrik.

.....This study examines the influence of consumer experience, attitudes and perceptions towards intention to adopt electric motorcycles. Electric motorcycles are very effective in reducing dependence on fossil fuels, so that environmental pollution (CO₂) can be reduced. Based on the stimulus-organism-response (SOR) framework, this study aims to explore whether the experience of riding electric motorcycles can influence individual consumer cognition and emotions (perceived relative advantage, perceived ease of use, perceived risk) to adopt electric motorcycles. This study obtained 112 respondents in the Jabodetabek area who conducted a test drive of electric motorcycles, and then the data was processed using partial least square structural equation modeling (PLS-SEM) with the help of SmartPLS software. The results of the analysis show that the experience of riding electric motorcycles does not directly influence consumer intention to adopt electric motorcycles. However, it encourages the intention to adopt electric motorcycles through perceived relative advantage, perceived ease of use, and perceived risk of adoption. The results of this study help to identify important factors that can increase consumer intention to adopt electric motorcycles.