

Analisis Faktor yang Memengaruhi Adopsi Kendaraan Listrik Masyarakat Indonesia = Analysis of Factors Influencing the Adoption of Electric Vehicles in Indonesia

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Abstrak

Kendaraan listrik (EV) menjadi sangat penting dalam strategi penurunan emisi gas rumah kaca di Indonesia, namun terdapat kesenjangan besar antara target NDC dan realisasi sehingga dibutuhkan percepatan adopsi yang sangat tinggi. Penelitian ini menggunakan PLSSEM untuk menganalisis data dari 393 responden daring (DKI Jakarta 43,0 %; Jawa Barat 25,2 %; Banten 8,9 %; Sulawesi Selatan 8,1 %; Jawa Timur 4,1 %; Jawa Tengah 3,6 %; lainnya 7,1 %; Gen Z, 0 %; Gen Y 28,8 %; Gen X 27,2 %) dengan model yang memasukkan Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Hedonic Motivation (HM), Habit (H), Price Value (PV), Perceived Risks (PR), Environmental Concerns (EC), Government Support (GS), Knowledge EVs (KE), Public Involvement (PI), dan Adoption Intention (AI). Hasil menunjukkan intensi adopsi mendapat pengaruh positif signifikan oleh motivasi hedonik (0,278), pengetahuan kendaraan listrik (0,174), nilai harga (0,125), dukungan pemerintah (0,123), dan pengaruh sosial (0,1), serta pengaruh negatif signifikan oleh persepsi risiko (-0,099). Analisis per kohort usia menggunakan Multi-Group Analysis mengungkapkan bahwa Gen Z, Gen Y dan Gen X dipengaruhi secara signifikan oleh pengetahuan kendaraan listrik dan keterlibatan publik. Perbedaan terdapat di Gen Z yang lebih terdorong oleh motivasi hedonik dibanding generasi lain dan Gen X yang mempertimbangkan faktor risiko serta kebijakan fiskal pemerintah sebagai faktor penentu adopsi kendaraan listrik yang signifikan.

.....Electric vehicles (EVs) have become crucial in Indonesia's greenhouse gas emission reduction strategy; however, there remains a significant gap between the Nationally Determined Contribution (NDC) targets and actual realization, necessitating a rapid acceleration of adoption. This study employs PLSSEM to analyze data from 393 online respondents (DKI Jakarta 43.0 %; West Java 25.2 %; Banten 8.9 %; South Sulawesi 8.1 %; East Java 4.1 %; Central Java 3.6 %; others 7.1 %; Gen Z 0 %; Gen Y 28.8 %; Gen X 27.2 %) using a model that includes Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Hedonic Motivation (HM), Habit (H), Price Value (PV), Perceived Risks (PR), Environmental Concerns (EC), Government Support (GS), Knowledge of EVs (KE), Public Involvement (PI), and Adoption Intention (AI). The results indicate that adoption intention is positively and significantly influenced by hedonic motivation (0.278), knowledge of electric vehicles (0.174), price value (0.125), government support (0.123), and social influence (0.1), and is negatively and significantly influenced by perceived risk (-0.099). Cohort analysis by age using Multi-Group Analysis reveals that Gen Z, Gen Y, and Gen Z are all significantly influenced by knowledge of electric vehicles and public involvement. Differences emerge in that Gen Z is more strongly driven by hedonic motivation than other generations, while Gen X considers risk factors and government fiscal policy as significant determinants of EV adoption.