

Analisis terhadap faktor faktor yang mempengaruhi intention to electricity saving behavior didalam hubungannya terhadap electricity saving behavior pada konsumen listrik rumah tangga dengan daya 450 va 900 va sebagai pengembangan dari tpb = The analysis of influence factors of intention to electricity saving behavior in relationship with electricity saving behavior of household electricity consumers with capacity of 450 va and 900 va as development of theory of planned behavior tpb

Budi Aprianda, author

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Abstrak

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Penelitian ini dilakukan untuk mengidentifikasi perilaku konsumen terhadap penghematan pemakaian listrik di lingkungan rumah tangga. Unit analisis yang digunakan pada penelitian ini adalah konsumen listrik rumah tangga dengan daya 450 VA dan 900 VA. Pemilihan unit analisis tersebut dilakukan berdasarkan pertimbangan terhadap jumlah realisasi subsidi listrik yang tinggi untuk kelompok pelanggan tersebut. Jumlah realisasi subsidi listrik untuk kelompok pelanggan tersebut pada semester I 2015 tercatat Rp. 24 T. Melalui pendekatan dari Theory of Planned Behavior (TPB) dan variabel lainnya untuk mengetahui faktor-faktor yang berpengaruh terhadap keinginan konsumen untuk melakukan penghematan pemakaian listrik.

Dengan pengolahan data yang dilakukan melalui software SmartPLS 2.0 maka diperoleh bahwa variabel social norms in electricity usage, social interaction in electricity usage, economic benefit in electricity saving, information usage in electricity usage, past experience in electricity usage dan environmental awareness in electricity usage berpengaruh langsung terhadap intention to electricity saving behavior sedangkan untuk variabel yang berpengaruh langsung terhadap electricity saving behavior meliputi perceived inconvenience in electricity saving dan information usage in electricity usage.

**ABSTRAK**

The purpose of this research is to identify consumer behavior towards electricity efficiency in household environment. The unit of analysis of this research in household electricity consumption with capacity of 450 VA and 900 VA. The reason to choose the unit of analysis based on the increasing numbers of electricity subsidy for household consumers. The electricity subsidy for household consumers for the first semester of 2015 is rise by up to Rp 24 trillion. Using Theory of Planned Behavior (TPB) approach and other variable to understand the influence factors towards consumer behavior of household electricity consumption.

With supported data processing using software SmartPLS 2.0, therefore the results is social norms in electricity usage, social interaction in electricity usage, economic benefit in electricity saving, information usage in electricity usage, past experience in electricity usage and environmental awareness in electricity usage variable affected to the intention to electricity saving behavior, meanwhile the variable that have a direct impact to the electricity saving behavior consists of perceived inconvenience in electricity saving and information usage in electricity usage.