

Analisa Faktor-Faktor Yang Mempengaruhi Niat Pembelian Kendaraan Listrik Di Indonesia; Peran Moderasi Personal Innovativeness Pada Faktor Tersebut = Analyzing Factors Affecting Purchase Intention Of Electric Vehicle In Indonesia; Moderation Role of Personal Innovativeness On Those Factors

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Abstrak

Konsumsi bahan bakar fosil diungkapkan menjadi salah satu alasan utama masalah degradasi lingkungan dan menjadi perhatian beberapa tahun belakangan ini. Kendaraan listrik sebagai inovasi yang berkelanjutan memiliki potensi untuk mengurangi emisi CO₂ dan konsumsi bahan bakar fosil. Tetapi hingga tahun 2021, penjualan kendaraan listrik di Indonesia belum mencapai target yang diinginkan. Maka dari itu penting untuk mengetahui preferensi atau ekspektasi masyarakat terhadap kendaraan listrik. Riset ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi niat konsumen untuk mengadopsi kendaraan listrik di Indonesia. Penelitian ini menggunakan Combined Theory Acceptance Model-Theory of Planned Behavior (C-TAM-TPB). Hasil dari penelitian terhadap 537 responden ini adalah perceived usefulness tidak berpengaruh langsung terhadap niat pembelian kendaraan listrik tetapi dapat mempengaruhi bersama price value dan perceived ease of use melalui attitude. Subjective norm, perceived behavioral control, Attitude, environmental self-image, price value, dan personal innovativeness secara positif serta infrastructure barrier dan perceived risk secara negatif dapat mempengaruhi niat membeli kendaraan listrik di Indonesia. Personal innovativeness juga dapat melemahkan resiko yang dirasakan oleh responden terhadap keinginan membeli kendaraan listrik

.....Fossil fuels consumption is revealed to be one of the main reasons for environmental degradation and has become a concern in recent years. Electric vehicles as a sustainable innovation have the potential to reduce CO₂ emissions and fossil fuels consumption. However until 2021, sales of electric vehicles in Indonesia have not reached the desired target. Therefore, it is important to know people's preferences or expectations for electric vehicles. The purpose of this study is to identify the factors that influence consumer intentions to adopt electric vehicles in Indonesia. This study uses the Combined Theory Acceptance Model-Theory of Planned Behaviour (C-TAM-TPB). Samples for the pre-tests were obtained through respondents who have knowledge of electric vehicles and were selected using the judgmental sampling method. The results of this study on 537 respondents are that perceived usefulness does not directly affect the purchase intention of electric vehicles but can affect indirectly together with perceived ease of use and price value through attitudes. Attitudes, subjective norms, perceived behavioral control, environmental self-image, price value, and personal innovativeness positively and infrastructure barrier and perceived risks negatively can affect the intention to buy electric vehicles in Indonesia, as well as personal innovativeness can decrease perceived risk to intention to buy electric vehicle.