

## Hambatan dalam Adopsi Mobil Listrik Berdasarkan Persepektif Masyarakat di DKI Jakarta = Barriers on Electric Car Adoption Based on People's Perspective in DKI Jakarta

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### Abstrak

Sebagai salah satu negara di Asia Tenggara, Indonesia melakukan transisi energi di sektor transportasi dengan menggunakan kendaraan listrik berbasis baterai (BEV). Pemerintah Indonesia mendukung percepatan penggunaan mobil listrik dengan menerbitkan Peraturan Presiden Republik Indonesia Nomor 55 Tahun 2019 tentang Program Percepatan Kendaraan Bermotor Listrik Berbasis Baterai. Tingkat konsumen yang membeli mobil listrik masih rendah karena kurangnya kesadaran tentang beberapa aspek, antara lain ekonomi, manfaat, aksesibilitas, dan kepedulian lingkungan. Menggunakan metode kuesioner dengan teknik penelitian probability sampling dan cluster sampling berdasarkan kota-kota di Provinsi DKI Jakarta. Harga dan infrastruktur penunjang mobil listrik menjadi faktor dominan yang menghambat adopsi mobil listrik di DKI Jakarta. Insentif untuk subsidi pembelian mobil listrik dan pajak dapat menjadi solusi untuk mengatasi harga beli mobil listrik yang tergolong tinggi. Selain itu, pemerataan infrastruktur penunjang mobil listrik seperti stasiun pengisian daya yang merata dapat meningkatkan ekosistem mobil listrik di DKI Jakarta.

.....As a country in Southeast Asia, Indonesia is making an energy transition in the transportation sector by using battery-based electric vehicles (BEV). The Indonesian government supports the acceleration of the use of electric cars by issuing Presidential Regulation of the Republic of Indonesia Number 55 of 2019 concerning the Battery-Based Electric Motorized Vehicle Acceleration Program. The level of consumers buying electric cars is still low due to a lack of awareness about several aspects, including economy, benefits, accessibility, and environmental concern. Using the questionnaire method with probability sampling and cluster sampling research techniques based on cities in DKI Jakarta Province. Price and supporting infrastructure for electric cars are the dominant factors that hinder the adoption of electric cars in DKI Jakarta. Incentives to subsidize the purchase of electric cars and taxes can be a solution to overcome the relatively high purchase price of electric cars. In addition, equal distribution of electric car supporting infrastructure such as charging stations that are well distributed can improve the electric car ecosystem in DKI Jakarta.