

# Intensi Pembelian Mobil Listrik di Indonesia: Penerapan Kombinasi Technology Acceptance Model (TAM) dan Theory of Planned Behavior (TPB) = Intention to Buy an Electric Car in Indonesia: Application Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB)

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## Abstrak

Isu degradasi lingkungan telah menjadi isu utama beberapa tahun terakhir, sebagai akibat tidak terkendalinya emisi polutan yang berbahaya melalui berbagai macam aktivitas. Sektor transportasi terutama kendaraan bermotor berkontribusi dalam tingginya emisi karbon. Diperlukan solusi alternatif untuk menguranginya dampak negatif terhadap lingkungan yaitu salah satunya beralih pada penggunaan kendaraan listrik. Penelitian ini mengkombinasikan Technology Acceptance Model (TAM) dan Theory of Planned Behavior (TPB) yang bertujuan untuk memberikan gambaran mengenai faktor yang mempengaruhi intensi pembelian mobil listrik di Indonesia. Analisis Partial Least Square (PLS) diterapkan untuk menguji hubungan antara konstruksi yang diusulkan menggunakan data yang dikumpulkan dari 410 responden melalui survei online. Hasil penelitian menunjukkan bahwa attitude, subjective norm, price value, dan infrastructure barrier berpengaruh secara positif dan signifikan pada intensi pembelian mobil listrik. Sementara perceived usefulness, environmental concern, environmental self image, infrastructure barrier, dan personal moral norm tidak berpengaruh signifikan terhadap intensi pembelian mobil listrik dan perceived risk berdampak negatif pada intensi pembelian mobil listrik.

.....The environmental degradation has been the major issue in recent years due to the uncontrolled emissions of harmful pollutants through various activities. The transportation sector, especially motor vehicles, contributes to high carbon emissions. Alternative solutions are needed to reduce the negative impact on the environment, one of which is switching to the use of electric vehicles. This study combines the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) aiming to provide an overview of the factors that influence the intention of purchasing electric cars in Indonesia. Partial Least Square (PLS) analysis was applied to test the relationship between proposed constructions using data collected from 410 respondents through an online survey. The results show that attitude, subjective norm, price value, and infrastructure barrier positively affect the purchase intention of electric cars. Meanwhile, perceived usefulness, environmental concern, environmental self-image, infrastructure barrier, personal moral norms do not have a significant effect on the intention to purchase electric cars and perceived risk has a negative impact on the purchase intention of electric cars.