

Analisis Purchase Intention Konsumen Terhadap Produk Mobil Listrik Berbasis Baterai di Indonesia dengan Menggunakan Peran Moderasi dari Willingness to Pay = Analysis Consumer Purchase Intention Towards Battery-Based Electric Car Products in Indonesia Using the Moderating Role of Willingness to Pay

Pohan, Mahardhika Athala, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920570304&lokasi=lokal>

Abstrak

Greenhouse effect semakin terasa akibat jumlah gas emisi karbon di udara terus meningkat. Hal tersebut tidak lepas dari peran Indonesia sebagai penyumbang gas emisi karbon dunia, sekitar dua persen (2%). Salah satu sumber penyumbang gas emisi karbon adalah sektor transportasi, seperti industri otomotif. Industri otomotif menyebabkan penggunaan energi fosil meningkat, sehingga pembuangan gas emisi karbon di udara juga meningkat. Pemerintah Indonesia berusaha untuk mengurangi dampak negatif melalui inisiatif program kendaraan bermotor listrik berbasis baterai (EVs) untuk transportasi jalan. Namun, produk kendaraan bermotor listrik berbasis baterai (EVs) belum familiar di kalangan konsumen Indonesia. Oleh karena itu, penelitian untuk mengetahui intensi yang ditunjukkan konsumen terhadap perilaku pembelian produk tersebut menarik untuk diketahui. Penelitian menggunakan metode purposive sampling dengan online survey kepada pemilik mobil yang mengetahui informasi seputar produk electrified vehicles di Indonesia. Sebanyak 156 data yang terkumpul diolah menggunakan Partial Least Square-Structural Equation Modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa tiga determinan Theory of Planned Behaviour dan satu determinan tambahan (Willingness to Pay) berpengaruh signifikan dalam membentuk niat perilaku konsumen. Penggunaan variabel moderasi willingness to pay hanya mampu memperkuat pengaruh subjective norm terhadap purchase intention. Hasil penelitian diharapkan mampu membantu pemerintah maupun pihak manajerial otomotif dalam mengetahui intensi konsumen Indonesia terhadap electrified vehicles.

.....The greenhouse effect is becoming more noticeable as the amount of carbon gas emissions in the atmosphere continues to rise. This is inextricably linked to Indonesia's role as a contributor to 2% of global gas emissions. The transportation sector, such as an automobile industry is the one of source of carbon emissions. The automotive sector promotes the usage of fossil fuels, hence rising carbon emissions in the atmosphere. Through a battery-powered motor vehicles (EVs) initiative program for road transportation, the Indonesian government tries to mitigate the negative effects of the automobile industry. However, battery-powered motor vehicles (EVs) might still be considered unfamiliar among Indonesian consumers. As a result, it would be fascinating to learn consumer's purchase intention to this product. This study uses a purposive sampling with an online survey sent to automobile owners in Indonesia who are informed about electrified vehicles. A total of 156 data will be analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The research reveals that three Theory of Planned Behavior factors and one extra variable (Willingness to Pay) had an influence on customer intention. The moderating variable of willingness only could strengthen the influence of subjective norm on purchase intention. The research findings are likely to help the government and the automobile industry to understand the level of behavioural intention among Indonesian customers in electrified vehicles.