

Pengaruh Value Orientation dalam Membentuk Value Perception Konsumen terhadap Purchase Intention Kendaraan Listrik di Jabodetabek = The Role of Value Orientation in Shaping Consumer Value Perception Towards the Purchase Intention of Electric Vehicles in Jabodetabek

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Abstrak

Penelitian ini dilakukan untuk mengukur pengaruh value orientation dalam membentuk persepsi nilai konsumen terhadap niat pembelian (purchase intention) kendaraan listrik di wilayah Jabodetabek. Persepsi nilai konsumen dalam penelitian ini direpresentasikan melalui perceived hedonic value, perceived utilitarian value, dan support intention towards government. Data dikumpulkan dari 232 responden melalui survei online dan dianalisis menggunakan software SmartPLS. Hasil penelitian menunjukkan bahwa egoistic value merupakan faktor yang paling kuat dalam membentuk persepsi nilai konsumen. Selain itu, perceived hedonic value dan perceived utilitarian value memiliki hubungan signifikan terhadap niat pembelian kendaraan listrik. Namun, support intention towards government tidak menunjukkan pengaruh yang signifikan terhadap purchase intention. Temuan ini diharapkan dapat menjadi acuan bagi pelaku industri kendaraan listrik dalam merancang strategi komunikasi dan pemasaran yang disesuaikan dengan orientasi nilai dan persepsi nilai konsumen, guna mendorong adopsi kendaraan listrik di kawasan urban Indonesia.This study aims to examine the influence of value orientation in shaping consumer value perception toward the purchase intention of electric vehicles in the Jabodetabek area. Consumer value perception in this research is represented by perceived hedonic value, perceived utilitarian value, and support intention towards government. Data were collected from 232 respondents through an online survey and analyzed using SmartPLS software. The findings reveal that egoistic value is the most influential factor in shaping consumer value perception. Moreover, perceived hedonic value and perceived utilitarian value are significantly associated with the purchase intention of electric vehicles. On the other hand, support intention towards government does not show a significant relationship with purchase intention. These results are expected to provide valuable insights for electric vehicle industry players in designing communication and marketing strategies that align with consumer value orientations and perceptions towards an EV to accelerate EV adoption in urban areas of Indonesia.