

ABSTRAK

Peningkatan penggunaan kendaraan berbahan bakar fosil di Indonesia menyebabkan emisi gas rumah kaca yang semakin tinggi, sementara tingkat adopsi kendaraan listrik roda empat masih relatif rendah meskipun pemerintah telah menerapkan berbagai kebijakan insentif. Selain itu, penelitian mengenai faktor-faktor yang memengaruhi minat beli kendaraan listrik dalam konteks Indonesia masih terbatas. Penelitian ini bertujuan mengidentifikasi faktor-faktor yang memengaruhi minat beli kendaraan listrik roda empat di wilayah Jabodetabek serta menganalisis peran moderasi *perceived risk*. Penelitian menggunakan pendekatan kuantitatif melalui survei terhadap 414 responden dengan teknik *purposive sampling*. Data dianalisis menggunakan Partial Least Squares–Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa *perceived risk* ($\beta=0,352$; $p<0,001$), *perceived ease of use* ($\beta=0,205$; $p=0,002$), *peer effect* ($\beta=0,203$; $p<0,001$), *perceived usefulness* ($\beta=0,190$; $p=0,021$), dan *government policy* ($\beta=0,189$; $p=0,001$) berpengaruh signifikan terhadap minat beli, sedangkan *charging facility* ($\beta=0,024$; $p=0,657$), *life attitude* ($\beta=0,034$; $p=0,272$), dan *vehicle performance* ($\beta=0,050$; $p=0,463$) tidak berpengaruh signifikan. Selain itu, *perceived risk* memoderasi hubungan *perceived ease of use* ($\beta=0,235$; $p<0,001$) dan *perceived usefulness* ($\beta=0,154$; $p=0,027$) terhadap minat beli. Temuan ini memperkaya kajian adopsi kendaraan listrik di Indonesia dan memberikan implikasi bahwa strategi peningkatan adopsi perlu memprioritaskan pengelolaan persepsi risiko, peningkatan kemudahan penggunaan, komunikasi manfaat kendaraan listrik, serta penguatan kebijakan pemerintah.

Kata Kunci: *kendaraan listrik, minat beli, harga, PLS-SEM, infrastruktur pengisian daya, insentif pemerintah, perceived risk, perceived usefulness, peer effect, teknologi, performa.*

ABSTRACT

The increasing use of fossil-fueled vehicles in Indonesia has led to higher greenhouse gas emissions, while the adoption rate of electric four-wheeled vehicles remains relatively low despite the government's implementation of various incentive policies. Furthermore, research on factors influencing interest in purchasing electric vehicles in the Indonesian context is still limited. This study aims to identify factors influencing interest in purchasing electric four-wheeled vehicles in the Greater Jakarta area and analyze the moderating role of perceived risk. The study used a quantitative approach through a survey of 414 respondents using a purposive sampling technique. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results showed that perceived risk ($\beta=0.352$; $p<0.001$), perceived ease of use ($\beta=0.205$; $p=0.002$), peer effect ($\beta=0.203$; $p<0.001$), perceived usefulness ($\beta=0.190$; $p=0.021$), and government policy ($\beta=0.189$; $p=0.001$) had a significant effect on purchase intention, while charging facility ($\beta=0.024$; $p=0.657$), life attitude ($\beta=0.034$; $p=0.272$), and vehicle performance ($\beta=0.050$; $p=0.463$) did not have a significant effect. In addition, perceived risk moderated the relationship between perceived ease of use ($\beta=0.235$; $p<0.001$) and perceived usefulness ($\beta=0.154$; $p=0.027$) and purchase intention. These findings enrich the study of electric vehicle adoption in Indonesia and imply that strategies to increase adoption need to prioritize managing risk perceptions, improving ease of use, communicating the benefits of electric vehicles, and strengthening government policies.

Keywords: *electric vehicles, purchase intention, price, PLS-SEM, charging infrastructure, government incentives, perceived risk, perceived usefulness, peer effect, technology, performance.*