

ABSTRACT

Renewable energy sources are essential for the reduction of global environmental issues. To accomplish the committed sustainable goals, Indonesia is attempting to shift its energy dependency towards renewable energy. Among the available renewable sources, solar energy has a high potential in Indonesia due to its strategic location that has abundant exposure to the sun. Rooftop solar panels are the most convenient choice out of various solar energy technologies. This research aims to identify factors influencing the behavior and perspectives of the residents toward rooftop solar panels by applying the EKB model. The perspectives of the residents are playing a vital role in investigating the barriers to the adoption of rooftop solar panels and solutions in Indonesia. This study is primarily qualitative with the support of the quantitative method. The primary data gained from the survey and interview approaches are applied in this study. The nature of the thesis is exploratory.

There is only a little research regarding people's perspectives on household rooftop solar panels in Indonesia. In addition, the utilization of rooftop solar panels is still low despite having good radiation from the sun. There are various factors influencing the behavior of residents in making the decision whether to use rooftop solar or not. Having pro-environmental behaviors is one of the reasons that affect the adoption of rooftop solar panels. This study investigated that income, lifestyle, awareness, policy, and price are the factors that influence the perspective of individuals toward rooftop solar panels. However, there is a high potential for rooftop solar adoption in Indonesia in the future. The findings in this research can be useful for the government and marketers to develop strategies in order to encourage residents to utilize rooftop solar panels and contribute to environmental sustainability.

Keywords: Rooftop Solar, EKB Model, Pro-environmental Behavior, Household, Environment