

## INTISARI

Penggunaan sepeda motor listrik penyedia layanan transportasi online maupun driver layanan transportasi online mulai dilakukan. Bisnis ramah lingkungan mulai dilakukan oleh perusahaan dengan melakukan sewa motor listrik. Selain peningkatan Pengadopsian sepeda motor listrik sebagai salah satu kendaraan ramah lingkungan menjadi salah satu program pemerintah untuk mencapai target pengurangan emisi karbon 2030,

Penelitian ini bertujuan untuk menggali faktor-faktor yang memengaruhi intensi untuk menggunakan sepeda motor listrik menggunakan Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) dan Theory of Planned Behaviour dengan menambahkan persepsi resiko, *range anxiety*, kepedulian terhadap lingkungan serta persepsi terhadap subsidi oleh pemerintah. Total responden yang digunakan untuk analisis data adalah 444. Responden dibedakan berdasarkan pengalaman menggunakan sepeda motor listrik dimana 217 berpengalaman dan 227 belum berpengalaman. Analisis data dilakukan dengan Partial Least Square - Structural Equation Modeling (PLS-SEM) dan multigroup analysis untuk melihat adanya efek moderasi dari *riding experience*.

Hasil penelitian ini menunjukkan *Performance Expectancy* (PE), *Hedonic Motivation* (HM), *Environmental Concern*, *Incentive Policies* menjadi faktor yang berpengaruh positif secara signifikan terhadap *Attitude toward Use* (ATU). Selain itu, *Environmental Concern*, *Subjective Norm*, *Perceived Behaviour Control* dan *Attitude toward Use* (ATU) menjadi faktor yang berpengaruh positif secara signifikan terhadap *Intention to Use* (ITU). efek moderasi dari pengalaman berkendara berhasil memoderasi hubungan *Attitude toward Use* (ATU), *Perceived Behavioural Control* (PBC) dengan *Intention to Use* (ITU) serta hubungan *Environmental Concern* dengan *Attitude toward Use* (ATU).

**Kata Kunci:** Adopsi Sepeda Motor Listrik, Ride-Hailing, TPB, UTAUT2, PLS-SEM

## ABSTRACT

*The use of electric motorcycles by online transportation service providers and online transportation service drivers has begun. Environmentally friendly business is starting to be carried out by companies by leasing electric motorbikes. In addition to increasing the adoption of electric motorbikes as one of the environmentally friendly vehicles is one of the government's programs to achieve the 2030 carbon emission reduction target.*

*This research aims to explore the factors that influence the intention to use an electric motorbike using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) and the Theory of Planned Behavior by adding risk perception, range anxiety, concern for the environment and perception of subsidies. The total number of respondents used for data analysis was 444. Respondents were differentiated based on their experience using electric motorbikes, where 217 had experience and 227 had no experience. Data analysis was carried out using Partial Least Square - Structural Equation Modeling (PLS-SEM) and multigroup analysis to see the moderating effect of riding experience.*

*The results of this study show that Performance Expectancy (PE), Hedonic Motivation (HM), Environmental Concern (EC), Incentive Policies (IP) are factors that have a significant positive effect on Attitude toward Use (ATU). In addition, Environmental Concern, Subjective Norm, Perceived Behaviour Control and Attitude toward Use (ATU) are factors that have a significant positive effect on Intention to Use (ITU). the moderating effect of driving experience successfully moderates the relationship between Attitude toward Use (ATU), Perceived Behavioural Control (PBC) with Intention to Use (ITU) and the relationship between Environmental Concern and Attitude toward Use (ATU),*

**Kata Kunci:** Electric Motorcycle Adoption, Ride-Hailing, TPB, UTAUT2, PLS-SEM