INTISARI

Layanan Sewa Otopet Listrik (SOL) di Kota Yogyakarta penggunaannya dilarang menurut peraturan Pemerintah Kota Yogyakarta, namun dalam praktiknya masih ditemukan penyewaan SOL di Kota Yogyakarta, khususnya di area sekitar Stasiun Tugu dan kawasan wisata Malioboro. Penelitian ini bertujuan menganalisis karakteristik dan persepsi pengunjung Kawasan Wisata Sumbu Filosofis Kota Yogyakarta Terhadap Layanan Penyewaan Otopet Listrik di Kota Yogyakarta. Selain itu, peneliti menganalisis variabel berpengaruh terhadap kemauan responden untuk menggunakan SOL dan menganalisis pengaruh sosiodemografi sebagai variabel moderator. Selain itu terdapat rekomendasi yang disusun berdasarkan hasil analisis.

Metode analisis deskriptif kuantitatif digunakan untuk mengidentifikasi karakteristik dan persepsi responden terhadap layanan SOL. Metode *Structural Equation Model* (SEM) juga digunakan untuk mengetahui hubungan antar variabel. Penelitian ini menganalisis hubungan variabel laten (independent variabel) yang terdiri dari *Advocacy of Using SOL* (X1), *Risk Perception* (X2), *Hedonic Motivation* (X3) dan *Trust* (X4) yang diuji pengaruhnya terhadap kemauan menggunakan SOL (Y) dan menggunakan data sosiodemografi sebagai variabel moderator berupa usia, jenis kelamin dan pengalaman responden dalam menggunakan moda SOL. Pengumpulan data menggunakan metode *purposive sampling* dan *snowball sampling* melalui survei wawancara langsung dan *online*. Penelitian dilaksanakan di kawasan Stasiun Tugu Yogyakarta, tepatnya di ruas Jalan Margo Utomo, Malioboro dan Margo Mulyo yang merupakan sumbu filosofis di Kota Yogyakarta. Survei melibatkan 486 responden.

Nilai *R-Square* pada model sebesar 0,540 (*moderate)*. Persepsi responden terhadap SOL bernilai positif berdasarkan perhitungan statistik deskriptif terhadap pernyataan dari setiap variabel dengan nilai rata-rata sebesar >80%. Aspek keselamatan perlu menjadi perhatian dalam penyelenggaraan SOL. Variabel laten memiliki pengaruh yang signifikan terhadap variabel dependen dengan nilai *loading factor* di atas 0,5 dan *composite reliability* >0,7. Sementara itu, pengaruh variabel moderator terhadap variabel laten dan dependen kurang signifikan. Peneliti juga melakukan analisis terhadap aspek keselamatan melalui persepsi pegunjung Kota Yogyakarta dan ketersediaan ekosistem layanan SOL. Rekomendasi praktis juga disusun berdasarkan hasil analisis SWOT, studi literatur terkait penyelenggaraan SOL dari berbagai negara yang telah lebih dulu berhasil menyelenggaran SOL yang selanjutnya rekomendasi ini diharapkan dapat diterapkan di Kota Yogyakarta.

Kata Kunci: *Persepsi Pengunjung Kota Yogyakarta, Sosiodemografi, Sewa Otopet Listrik, Mobilitas Mikro, Structural Equation Model, Kota Yogyakarta, SWOT Analisis*

ABSTRACT

Electric Autorickshaw (*EAR*) rental services in Yogyakarta City are prohibited according to Yogyakarta City Government regulations, but in practice *EAR* rentals are still found in Yogyakarta City, especially in the area around Tugu Station and Malioboro tourist area. This study aims to analyze the characteristics and perceptions of visitors to the Yogyakarta City Philosophical Axis Tourism Area Towards Electric Autopet Rental Services in Yogyakarta City. In addition, researchers analyzed influential variables on respondents' willingness to use *EAR* and analyzed the influence of sociodemographics as a moderator variable. In addition, there are recommendations that are compiled based on the results of the analysis.

The quantitative descriptive analysis method was used to identify the characteristics and perceptions of respondents towards *EAR* services. The Structural Equation Model (SEM) method is also used to determine the relationship between variables. This study analyzes the relationship of latent variables (independent variables) consisting of Advocacy of Using *EAR* (X1), Risk Perception (X2), Hedonic Motivation (X3) and Trust (X4) which are tested for their influence on the willingness to use *EAR* (Y) and using sociodemographic data as moderator variables in the form of age, gender and respondents' experience in using *EAR* mode. Data collection using purposive sampling and snowball sampling methods through direct and online interview surveys. The research was conducted in the Tugu Station area of Yogyakarta, precisely on the Margo Utomo, Malioboro and Margo Mulyo roads which are the philosophical axes in the city of Yogyakarta. The survey involved 486 respondents.

The R-Square value in the model is 0.540 (moderate). Respondents' perceptions of *EAR* are positive based on descriptive statistical calculations of statements from each variable with an average value of >80%. Safety aspects need to be a concern in organizing *EAR*. Latent variables have a significant influence on the dependent variable with a loading factor value above 0.5 and composite reliability >0.7. Meanwhile, the effect of moderator variables on latent and dependent variables is less significant. Researchers also analyzed safety aspects through the perceptions of Yogyakarta visitors and the availability of *EAR* service ecosystems. Practical recommendations are also compiled based on the results of SWOT analysis, literature studies related to the implementation of *EAR* from various countries that have been successful in organizing *EAR*, which then these recommendations are expected to be applied in the city of Yogyakarta.

Keywords: *Yogyakarta City Visitor Perception, Sociodemographics, Electric Autorickshaw Rental, Micro Mobility, Structural Equation Model, Yogyakarta City, SWOT Analysis, Electric Scooter*