

INTISARI

Pemindahan Ibu Kota Negara dan selanjutnya disebut Ibu Kota Nusantara (IKN) membawa dampak besar terhadap pola perjalanan dinas Aparatur Sipil Negara (ASN) instansi pusat. Dalam upaya mendukung mobilitas di IKN, Pemerintah menyiapkan berbagai moda transportasi, salah satunya Kereta Api (KA) Bandar Udara (Bandara) IKN. Sangat penting untuk mengetahui faktor yang dapat menunjang keberhasilan implementasi moda tersebut sebagai aksesibilitas menuju IKN yaitu faktor psikologis yang memiliki daya prediktif kuat sebagai pendukung pada atribut sosial-ekonomi dalam memahami perilaku perjalanan peduli lingkungan.

Penelitian ini mengacu tiga teori utama, yaitu *Theory of Planned Behaviour* (TPB), *Technology Acceptance Model* (TAM), dan *Goal-Framing Theory* (GFT) serta menambahkan variabel kepercayaan (*trust*) pada model penelitian. Data dikumpulkan melalui penyebaran kuesioner dengan skala *Likert* 5 poin kepada 150 responden yang merupakan Aparatur Sipil Negara (ASN) di instansi pusat dengan menggunakan teknik *purposive sampling*. Analisis data dilakukan menggunakan pendekatan *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) dengan bantuan perangkat lunak SmartPLS yang dinilai sesuai untuk menganalisis hubungan antar variabel laten dalam model yang kompleks.

Hasil temuan menunjukkan faktor psikologis yang memengaruhi ASN mempertahankan perubahan perilaku terhadap penggunaan KA Bandara IKN ialah *perceived ease of use*, *instrumental attitude*, *self-efficacy*, *normative value*, dan *eudaimonic value*. Implikasi kebijakan mencakup 1) *Perceived ease of use* yaitu meningkatkan UI/UX, meningkatkan kecepatan dan keandalan aplikasi, dan meningkatkan kemudahan dalam transaksi; 2) *Instrumental attitude* meliputi mengintegrasikan KA Bandara IKN dengan bandara, membuat paket harga terintegrasi (*integrated pricing package*), dan penataan tata ruang; 3) *Self-efficacy* meliputi menyediakan layanan KA Bandara IKN dengan tarif terjangkau dan mudah diakses, menyediakan perjalanan yang nyaman, aman, informasi yang mudah diperoleh dan dipahami; 4) *Normative value* meliputi memberikan informasi yang dirancang khusus untuk memotivasi melakukan perubahan perjalanan dengan memperjelas dampak positif yang diberikan pada lingkungan; 5) *Eudaimonic value* dengan menumbuhkan perasaan yang lebih bermakna dan berarti terhadap penggunaan KA Bandara IKN.

Kata kunci: KA Bandara IKN, *Theory of Planned Behaviour*, *Technology Acceptance Model*, *Goal-Framing Theory*, *Structural Equation Modeling*

ABSTRACT

The relocation of the state capital, hereinafter referred to as the Capital City of Nusantara (IKN), has had a significant impact on the travel patterns of central government civil servants (ASN). In an effort to support mobility in IKN, the government is preparing various modes of transportation, one of which is the IKN Airport Rail Link (KA Bandara IKN). It is very important to identify the factors that can support the successful implementation of this mode as an accessibility option to IKN, namely psychological factors that have strong predictive power as a complement to socio-economic attributes in understanding environmentally conscious travel behavior.

This study refers to three main theories, namely the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and Goal-Framing Theory (GFT), and adds the variable of trust to the research model. Data was collected through the distribution of questionnaires using a 5-point Likert scale to 150 respondents who are civil servants (ASN) in central government agencies, using a purposive sampling technique. Data analysis was carried out using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) with the help of SmartPLS software, which is considered suitable for analyzing relationships between latent variables in complex models.

The findings show that the psychological factors influencing ASN in sustaining behavioral changes toward the use of the IKN Airport Rail Link are perceived ease of use, instrumental attitude, self-efficacy, normative value, and eudaimonic value. Policy implications include, 1) Perceived ease of use, namely improving UI/UX, increasing the speed and reliability of the application, and enhancing ease of transactions; 2) Instrumental attitude, including integrating the IKN Airport Rail Link with the airport, creating an integrated pricing package, and spatial planning; 3) Self-efficacy, including providing IKN Airport Rail Link services that are affordable and easily accessible, offering comfortable and safe journeys, and providing information that is easy to obtain and understand; 4) Normative value, including delivering information specifically designed to motivate travel changes by clarifying the positive impacts on the environment; 5) Eudaimonic value, by fostering a deeper and more meaningful sense of purpose in using the IKN Airport Rail Link.

Keywords: KA Bandara IKN, *Theory of Planned Behaviour*, *Technology Acceptance Model*, *Goal-Framing Theory*, *Structural Equation Modeling*