

INTISARI

Indonesia merupakan salah satu negara dengan kontribusi tinggi terhadap polusi udara global. Salah satu penyumbang utama emisi tersebut adalah sepeda motor berbahan bakar minyak yang jumlahnya mendominasi populasi kendaraan bermotor. Kondisi ini menimbulkan urgensi untuk beralih ke moda transportasi yang lebih ramah lingkungan.

Sebagai upaya mengurangi emisi dan mendukung transisi energi bersih, pemerintah mendorong program konversi sepeda motor berbahan bakar minyak menjadi motor listrik. Meskipun teknologi ini menawarkan solusi yang lebih ramah lingkungan, tingkat adopsinya masih tergolong rendah. Rendahnya kesadaran masyarakat, terbatasnya informasi, serta kekhawatiran terhadap risiko hasil konversi menjadi hambatan utama.

Penelitian ini bertujuan untuk menguji pengaruh positif atau negatif dari faktor-faktor yang memengaruhi intensi masyarakat dalam mengadopsi konversi sepeda motor listrik dengan menggabungkan pendekatan Teori Perilaku Terencana (*Theory of Planned Behavior*/TPB) dan persepsi risiko-manfaat. Model penelitian diuji menggunakan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) berdasarkan data primer yang dikumpulkan melalui penyebaran kuesioner secara daring.

Hasil penelitian menunjukkan bahwa sikap, norma subjektif, dan kontrol perilaku yang dirasakan berpengaruh positif terhadap intensi adopsi. Selain itu, persepsi manfaat memberikan kontribusi positif terhadap ketiga konstruk TPB, sedangkan persepsi risiko berdampak negatif. Secara keseluruhan, persepsi risiko dan manfaat berperan sebagai mediator dalam hubungan antara persepsi individu dan intensi perilaku terhadap adopsi konversi.

Kata Kunci: TPB, teori perilaku terencana, intensi adopsi, persepsi risiko, persepsi risiko keuangan, persepsi risiko fungsional, persepsi manfaat, konversi sepeda motor listrik, SEM-PLS

ABSTRACT

Indonesia is one of the countries with a high contribution to global air pollution. A major source of emissions comes from gasoline-powered motorcycles, which dominate the nation's motor vehicle population. This condition highlights the urgent need to transition to more environmentally friendly modes of transportation.

As part of efforts to reduce emissions and support the clean energy transition, the Indonesian government has introduced a motorcycle conversion program that converts conventional gasoline-powered motorcycles into electric ones. Although this technology offers a greener solution, its adoption rate remains low. Limited public awareness, insufficient information, and concerns about the risks of conversion outcomes have emerged as key barriers.

This study aims to examine the positive or negative influence of factors that influence people's intention to adopt electric motorcycle conversion by combining the Theory of Planned Behavior (TPB) approach and risk-benefit perception. The research model was tested using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method based on primary data collected through an online questionnaire.

The results indicate that attitude, subjective norm, and perceived behavioral control have a positive influence on adoption intention. Furthermore, perceived benefit contributes positively to all three TPB constructs, while perceived risk has a negative impact. Overall, both perceived risk and benefit serve as mediating factors in the relationship between individual perceptions and behavioral intention toward conversion adoption.

Keywords: TPB, Theory of Planned Behavior, adoption intention, perceived risk, financial perceived risk, functional perceived risk, perceived benefit, motorcycle conversion, SEM-PLS