

Abstrak

Faktor-Faktor yang Memengaruhi Minat Konsumen terhadap Adopsi Kendaraan Listrik di Indonesia

Meskipun pemerintah menetapkan target yang ambisius, adopsi kendaraan listrik (*EV*) di Indonesia masih sangat rendah. Penelitian ini menginvestigasi faktor-faktor yang mempengaruhi minat adopsi konsumen, yaitu sikap (*attitude*), norma subjektif (*subjective norm*), kontrol perilaku persepsian (*perceived behavior control*), dan norma pribadi (*personal norm*), di samping insentif pemerintah. Data diperoleh melalui survei yang didistribusikan melalui *Facebook Ads*, memanfaatkan algoritma platform untuk merekrut partisipan berdasarkan perilaku digital terbaru terkait dengan totemotif. Sampel valid sebanyak 475 respons dianalisis menggunakan *Partial Least Squares Structural Equation Modelling (PLS-SEM)* dan *Orange Data Mining*.

Hasil penelitian menunjukkan bahwa sikap, kontrol perilaku persepsian, dan norma pribadi adalah prediktor signifikan utama terhadap minat beli, bersama dengan insentif finansial. Sebaliknya, norma subjektif (*subjective norm*) dan insentif non-finansial ditemukan tidak memiliki pengaruh yang signifikan.

Penelitian ini juga mengungkapkan sebuah paradoks: di satu sisi masyarakat memiliki persepsi positif terhadap teknologi *EV*. Namun di sisi lain, banyak yang meragukan keseriusan dan kemampuan pemerintah menyediakan infrastruktur pengisian daya yang memadai. Studi ini menyimpulkan bahwa pembuat kebijakan harus berfokus pada faktor-faktor pendorong utama ini—manfaat yang dirasakan, keterjangkauan, kemudahan, dan infrastruktur, melalui strategi komunikasi yang tepat—untuk menutup kesenjangan antara ambisi dan realisasi sehingga menciptakan kondisi transportasi yang berkelanjutan di masa depan.

Keywords: adopsi kendaraan listrik, perilaku digital, *Theory of Planned Behaviour*, *Norm Activation Model*, insentif pemerintah

Abstract

Factors Affecting Consumers' Intentions toward Electric Vehicles Adoption in Indonesia

Despite ambitious government targets, electric vehicle (EV) adoption in Indonesia remains significantly low. This study investigates the factors that influence consumer adoption intentions namely attitude, subjective norm, perceived behaviour control, personal norm alongside government incentives. Data were collected through a survey distributed through Facebook Ads, leveraging platform algorithms to recruit participants based on their recent digital behaviors related to automotive topics. A final sample of 475 valid responses was analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) and Orange Data Mining.

The results show that attitude, perceived behavioral control, and personal norms are the primary significant predictors of purchase intention, along with financial incentives. Conversely, subjective norms (social pressure) and non-financial incentives were found to have no significant effect.

The study also reveals a critical paradox: while consumers hold positive perceptions of EV technology, this is contrasted by widespread skepticism regarding the government's commitment and ability to deliver adequate charging infrastructure. The study concludes that policymakers should focusing on these core drivers—perceived benefits, affordability, practicality, infrastructure, while simultaneously optimizing strategic campaigns—to close the gap between ambition and reality, enabling sustainable transportation in the future.

Keywords: Electric Vehicles Adoption, Consumer Digital Behavior, Theory of Planned Behaviour, Norm Activation Model, Government Incentives