

## DAFTAR ISI

|  |             |
|--|-------------|
| <b>HALAMAN JUDUL.....</b>                                | <b>i</b>    |
| <b>HALAMAN PENGESAHAN.....</b>                           | <b>ii</b>   |
| <b>PERNYATAAN BEBAS PLAGIASI.....</b>                    | <b>iii</b>  |
| <b>NASKAH SOAL TUGAS AKHIR.....</b>                      | <b>iv</b>   |
| <b>KATA PENGANTAR.....</b>                               | <b>v</b>    |
| <b>UCAPAN TERIMA KASIH.....</b>                          | <b>vi</b>   |
| <b>DAFTAR ISI.....</b>                                   | <b>viii</b> |
| <b>DAFTAR GAMBAR.....</b>                                | <b>xi</b>   |
| <b>DAFTAR TABEL.....</b>                                 | <b>xii</b>  |
| <b>DAFTAR LAMPIRAN.....</b>                              | <b>xiv</b>  |
| <b>INTISARI .....</b>                                    | <b>xvi</b>  |
| <b>ABSTRACT.....</b>                                     | <b>xvii</b> |
| <b>BAB I PENDAHULUAN.....</b>                            | <b>1</b>    |
| 1.1. Latar Belakang Masalah.....                         | 1           |
| 1.2. Rumusan Masalah.....                                | 6           |
| 1.3. Asumsi dan Batasan Masalah .....                    | 7           |
| 1.4. Tujuan Penelitian .....                             | 7           |
| 1.5. Manfaat Penelitian .....                            | 7           |
| <b>BAB II TINJAUAN PUSTAKA.....</b>                      | <b>8</b>    |
| <b>BAB III LANDASAN TEORI.....</b>                       | <b>16</b>   |
| 3.1. Sepeda Motor Listrik .....                          | 16          |
| 3.2. <i>Theory of Planned Behavior</i> (TPB) .....       | 17          |
| 3.3. Faktor Persepsi .....                               | 19          |
| 3.4. <i>Adopter Segment</i> .....                        | 23          |
| 3.5. <i>Van Westendorp Price Sensitivity Meter</i> ..... | 24          |
| 3.6. Uji Normalitas, Validitas, dan Reliabilitas .....   | 27          |
| 3.7. <i>Structural Equation Model</i> (SEM).....         | 28          |
| 3.7.1. Variabel dalam SEM .....                          | 29          |

|   |            |
|---|------------|
| 3.7.2. Tahapan SEM .....  | 30         |
| 3.7.3. Asumsi SEM .....   | 31         |
| 3.7.4. PLS-SEM .....  | 31         |
| 3.7.5. Tahap Pengujian Menggunakan SmartPLS .....                   | 32         |
| 3.8. Regresi Logistik Multinomial .....                             | 36         |
| <b>BAB IV METODE PENELITIAN.....</b>                                | <b>39</b>  |
| 4.1. Subjek Penelitian .....  | 39         |
| 4.2. Alat dan Bahan .....   | 40         |
| 4.3. Desain Penelitian .....  | 42         |
| 4.3.1. Variabel Penelitian dan Indikator .....                      | 42         |
| 4.3.2. Pengembangan Hipotesis dan Model Penelitian .....            | 45         |
| 4.4. Tahapan Penelitian .....                                       | 50         |
| <b>BAB V HASIL DAN PEMBAHASAN.....</b>                              | <b>54</b>  |
| 5.1. Pengujian Data <i>Pilot Study</i> .....                        | 54         |
| 5.1.1 Uji Normalitas Data <i>Pilot Study</i> .....                  | 54         |
| 5.1.2. Uji Validitas Data <i>Pilot Study</i> .....                  | 55         |
| 5.2.3. Uji Reliabilitas Data <i>Pilot Study</i> .....               | 55         |
| 5.2. Profil Responden Penelitian .....                              | 56         |
| 5.3. Pengaruh Faktor Sosiodemografi .....                           | 59         |
| 5.4. Uji Asumsi .....   | 64         |
| 5.5. Uji SEM .....  | 68         |
| 5.5.1 Evaluasi Model Pengukuran .....                               | 68         |
| 5.5.2. Evaluasi Model Struktural .....                              | 75         |
| 5.5.3. Model Fit .....  | 80         |
| 5.6. Analisis Uji Hipotesis .....                                   | 81         |
| 5.7. Analisis Variabel Mediasi .....                                | 90         |
| 5.7.1. Uji SEM <i>Framework</i> Pembandingan .....                  | 90         |
| 5.7.2. Analisis Efek Mediasi .....                                  | 92         |
| 5.8. Analisis Penerimaan Harga <i>Price Sensitivity Meter</i> ..... | 94         |
| <b>BAB VI PENUTUP.....</b>  | <b>105</b> |
| 6.1. Kesimpulan .....   | 105        |

|                            |            |
|----------------------------|------------|
| 6.2. Saran.....            | 106        |
| <b>DAFTAR PUSTAKA.....</b> | <b>109</b> |
| <b>LAMPIRAN.....</b>       | <b>113</b> |