INTISARI

Berdasarkan Peraturan Presiden Nomor 55 Tahun 2019 tentang Percepatan Program Kendaraan Bermotor Listrik Berbasis Baterai untuk Transportasi Jalan, program prioritas pemerintah berupa Kendaraan Bermotor Listrik Berbasis Baterai (KBLBB) dibentuk. Dalam program KBLBB, sepeda motor listrik diestimasikan berjumlah 1,2 juta kendaraan pada tahun 2025 dan berjumlah 5,7 juta kendaraan pada tahun 2030. Seiring berjalannya program tersebut, sepeda motor listrik buatan dalam negeri kian bersaing dalam segi kualitas dan harga.

Untuk mendukung keberhasilan program KBLBB dan meningkatkan kepemilikan sepeda motor listrik, masyarakat Indonesia memegang peranan penting sebagai calon konsumen. Oleh sebab itu, pemerintah dan *stakeholder* terkait perlu mengetahui bagaimana niat masyarakat untuk membeli sepeda motor listrik dan berapa harga sepeda motor listrik yang dapat diterima masyarakat.

Dalam mengambil keputusan untuk membeli atau tidak membeli, persepsi diduga memiliki peran penting. Dengan menganalisis pengaruh persepsi masyarakat Indonesia terhadap niat membeli sepeda motor listrik, diharapkan mampu menjadi referensi bagi pemerintah dalam menentukan strategi selanjutnya untuk mempercepat program KBLBB sehingga mampu membantu mencapai target pertumbuhan kendaraan listrik roda dua di Indonesia.

Penelitian ini menggunakan data dari 414 responden berusia >17 tahun yang merupakan WNI, tinggal di Indonesia, dan merupakan pengguna sepeda motor konvensional. Dengan menggunakan model *Theory of Planned* Behavior yang diperluas, data yang terkumpul dianalisis dengan metode *Structural Equation Modelling* melalui *software* SmartPLS. Di sisi lain, data preferensi harga dianalisis menggunakan metode *Van Westendorp's Price Sensitivity Meter* dengan bantuan *software* XLSTAT.

Analisis penelitian ini menghasilkan luaran berupa faktor-faktor yang mempengaruhi niat pembelian sepeda motor listrik dan kisaran harga yang dapat diterima oleh masyarakat Indonesia. Faktor yang berpengaruh signifikan di antaranya: manfaat lingkungan yang dirasakan, manfaat moneter yang dirasakan, persepsi terhadap produk sepeda motor listrik, persepsi terhadap kebijakan insentif, pengetahuan terhadap produk, kepedulian lingkungan, norma subjektif, kontrol perilaku yang dirasakan, dan sikap. Di sisi lain, harga sepeda motor listrik yang dapat diterima masyarakat Indonesia berkisal antara 12-25 juta rupiah.

Kata kunci: Sepeda motor listrik, Persepsi, Niat Membeli, *Theory of Planned Behavior, Structural Equation Modeling*, preferensi harga, *Price Sensitivity Meter.*

ABSTRACT

Based on Presidential Regulation No. 55 of 2019 on the Acceleration Program for Battery-powered Electric Vehicles for Road Transportation, the government established a Battery-Based Electric Motorized Vehicle program called KBLBB in Indonesian. In the KBLBB program, electric motorcycles are estimated to be 1.2 million vehicles in 2025 and 5.7 million vehicles in 2030. As the program progresses, domestically-produced electric motorcycles are increasingly competitive in terms of quality and price.

To support the success of the KBLBB program and increase the number of electric motorcycles ownership, the Indonesian society play an important role as potential consumers. Therefore, the government and related stakeholders need to know how the public's intention to buy electric motorcycles is and at what price the electric motorcycles are acceptable to the society.

In considering whether to buy or not to buy, perception is believed to have an important role. By analyzing the perceptions' influence on the electric motorcycle purchase intention, it is hoped that it can be a reference for the government in determining the next strategy to accelerate the KBLBB program, so that it can help to achieve the electric motorcycle growth target in Indonesia. This study uses data from 414 respondents with the following criteria: over 17 years old, an Indonesian citizen living in Indonesia, and a motorcycle user. By using the Theory of Planned Behavior model with the addition of other factors, the collected data was analyzed using the Structural Equation Modeling method through SmartPLS software. In the other hand, the price preference data were analyzed using the Van Westendorp's Price Sensitivity Meter in XLSTAT software.

The analysis of this study provides an understanding of the factors that influence the electric motorcycle purchase intention and the price range that can be accepted by the Indonesian society. Factors that have a significant influence include: perceived environmental benefits, perceived economic benefits, perceptions of electric motorcycle, perceptions of incentive policies, product knowledge, environmental awareness, subjective norms, perceived behavioral control, and attitudes. On the other hand, the price of electric motorcycles that can be accepted by the Indonesian society is in the range of 12-25 million rupiah.

Keywords: Electric Motorcycle, Perception, Purchase Intention, Theory of Planned Behavior, Structural Equation Modeling, Price Preferences, Price Sensitivity Meter.