

INTISARI

Dengan bertambahnya jumlah kendaraan bermotor di Indonesia terutama pada kota-kota besar seperti Jakarta, Semarang, Surabaya, dan lain-lain akan menambah tingkat kemacetan. Selain itu, polusi udara juga semakin buruk akibat bertambahnya jumlah kendaraan bermotor. Maka dari itu dengan perkembangan zaman yang semakin modern, terdapat berbagai macam inovasi pada bidang transportasi yang salah satunya adalah *urban air mobility* (UAM) berupa *flying taxi*. *Flying taxi* merupakan pesawat tanpa awak dengan sumber daya listrik yang memiliki 7 baling-baling dan bekerja seperti layaknya taksi pada umumnya. UAM berupa *flying taxi* merupakan teknologi baru di Indonesia sehingga pada penelitian ini bertujuan untuk mengukur tingkat penerimaan dan kepercayaan terhadap *urban air mobility*.

Pada penelitian ini *technology acceptance* terhadap UAM dimodelkan menggunakan model dasar penerimaan teknologi yang ditambahkan beberapa variabel seperti variabel *Social Influence*, *Self-efficacy*, *Anxiety*, dan *Perceived Safety*. Selain itu variabel *Trust in Automation* juga diuji di dalam model untuk mengukur tingkat kepercayaan. Sebanyak 434 responden didapatkan dengan menyebarkan kuesioner ke seluruh Indonesia. PLS-SEM digunakan pada penelitian ini untuk mengolah data yang sudah didapatkan.

Hasil penelitian menunjukkan bahwa terdapat 4 variabel pada *technology acceptance model* yaitu *perceived ease of use*, *attitude toward using technology*, *social influence*, dan *self-efficacy* yang mempengaruhi niat seseorang dalam menggunakan UAM. Namun pada penelitian ini variabel *trust in automation* tidak berpengaruh pada niat seseorang dalam menggunakan UAM.

Kata Kunci: *Urban Air Mobility, Flying Taxi, Technology Acceptance Model, Car Technology Acceptance Model, Trust in Automation*

ABSTRACT

With the increasing number of vehicles in Indonesia, especially in big cities such as Jakarta, Semarang, Surabaya, etc will increase the level of traffic congestion. In addition, air pollution is also getting worse due to the increasing number of vehicles. Therefore, with the development of an increasingly modern era, there are various kinds of innovations in the field of transportation, one of them is urban air mobility (UAM) that called flying taxi. Flying taxi is an unmanned aircraft with an electric power source that has 7 propellers and works like a taxi in general. UAM in the form of flying taxi is a new technology in Indonesia, so this study aims to measure the level of acceptance and trust in urban air mobility.

In this study, technology acceptance of UAM is modelled using the basic model of technology acceptance which is added by several variables such as Social Influence, Self-efficacy, Anxiety, and Perceived Safety variables. In addition, the Trust in Automation variable was also tested in the model to measure the level of trust. A total of 434 respondents were obtained by distributing questionnaires throughout Indonesia. PLS-SEM is used in this study to process the data that has been obtained.

The results show that there are 4 variables in the technology acceptance model, namely perceived ease of use, attitude toward using technology, social influence, and self-efficacy that affect a person's intention to use UAM. However, in this study, the trust in automation variable has no effect on a person's intention to use UAM.

Key Words: Urban Air Mobility, Flying Taxi, Technology Acceptance Model, Car Technology Acceptance Model, Trust in Automation