

**ANALISIS PENERIMAAN PUBLIK TERHADAP KENDARAAN LISTRIK
TERKAIT *SUSTAINABLE ENVIRONMENT* MENGGUNAKAN
*TECHNOLOGY ACCEPTANCE MODEL (TAM)***

TESIS

Diajukan sebagai salah satu syarat untuk memperoleh gelar Magister Pendidikan
Teknologi dan Kejuruan



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**PROGRAM STUDI PENDIDIKAN TEKNOLOGI DAN KEJURUAN
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2023**

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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Magister Pendidikan (M.Pd.) pada Program Studi Pendidikan Teknologi dan Kejuruan
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ABSTRAK

Penelitian ini mengidentifikasi penerimaan publik terhadap kendaraan listrik menggunakan *Technology Acceptance Model* (TAM). Tujuan dari penelitian ini ingin mengetahui faktor-faktor yang mempengaruhi penerimaan masyarakat terhadap kendaraan listrik. Metode penelitian yang digunakan adalah explanatori. Penelitian melibatkan 246 pengguna kendaraan konvensional sebagai responden. Teknik analisis data menggunakan metode *Structural Equation Modeling* (SEM) berbasis SMART-PLS untuk pengaruh signifikan atau tidak terhadap hipotesis yang diajukan. Berdasarkan hasil analisis hipotesis dengan menggunakan *Structural Equation Modeling Partial Least Squares* (SEM-PLS) dapat disimpulkan bahwa faktor-faktor yang berpengaruh dari 7 hipotesis terdapat 6 hipotesis berpengaruh positif dan 1 hipotesis berpengaruh negatif. Perilaku sikap (*Attitude Behavior*) memiliki pengaruh positif terhadap niat perilaku (*Behavior Intention*) untuk menggunakan kendaraan listrik, Persepsi biaya (*Perceived Usefulness*) memiliki pengaruh positif terhadap niat perilaku (*Behavior Intention*) untuk penggunaan kendaraan listrik, Persepsi kemudahan penggunaan (*Perceived Ease of Use*) memiliki pengaruh positif terhadap sikap perilaku (*Attitude Behavior*) untuk menggunakan kendaraan listrik, Kemudahan penggunaan (*Perceived Ease of Use*) memiliki pengaruh positif terhadap persepsi kegunaan (*Perceived Usefulness*) dalam penggunaan kendaraan listrik, Persepsi kegunaan (*Perceived Usefulness*) memiliki pengaruh positif terhadap sikap perilaku (*Attitude Behavior*) dalam penggunaan kendaraan listrik, Persepsi kegunaan (*Perceived Usefulness*) memiliki pengaruh positif terhadap niat perilaku (*Behavior Intention*) menggunakan kendaraan listrik. Terdapat satu hipotesis yang tidak signifikan atau negatif yaitu Persepsi kemudahan penggunaan (*Perceived Ease of Use*) memiliki pengaruh negatif terhadap niat perilaku (*Behavior Intention*) untuk menggunakan kendaraan listrik. Hasil penelitian ini diharapkan dapat dijadikan sebagai bahan informasi kepada pihak-pihak terkait seperti pihak industri dalam mengembangkan teknologi kendaraan listrik adapun untuk pemerintah untuk dapat membuat kebijakan yang tepat demi terciptanya lingkungan yang berkelanjutan.

Kata Kunci: Penerimaan Publik, Kendaraan Listrik, *Sustainable Environment*, TAM

ABSTRACT

This study identifies public acceptance of electric vehicles using the Technology Acceptance Model (TAM). The purpose of this research is to find out the factors that influence people's acceptance of electric vehicles. The research method used is explanatory. This study involved 246 conventional vehicle users as respondents. The data analysis technique uses the SMART-PLS-based Structural Equation Modeling (SEM) method to obtain a significant influence or not on the proposed hypothesis. Based on the results of hypothesis analysis using Structural Equation Modeling Partial Least Squares (SEM-PLS) it can be concluded that the factors that influence the 7 hypotheses are 6 hypotheses that have a positive effect and 1 hypothesis have a negative effect. Attitude Behavior has a positive influence on Behavioral Intention to use electric vehicles, Perceived Effectiveness has a positive influence on Behavioral Intention to use electric vehicles, Perceived Ease of Use) has a positive influence on Attitude Behavior in using electric vehicles, Perceived Ease of Use has a positive influence on Perceived Effectiveness in using electric vehicles, Perceived Effectiveness has a positive influence on attitudes behavior (Attitude Behavior) in the use of electric vehicles, Perceived Effectiveness (Perceived Effectiveness) has a positive influence on behavioral intentions (Behavior Intention) to use electric vehicles. There is one hypothesis that is not significant or negative, namely Perceived Ease of Use has a negative influence on behavioral intention (Behavior Intention) to use electric vehicles. The results of this research are expected to be used as material for related parties such as the industry in developing electric vehicle technology and for the government for information to make the right policies for the creation of a sustainable environment.

Keywords: Public Acceptance, Electric Vehicles, *Sustainable Environment*, TAM.

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