

**ANALISIS KEPERCAYAAN MEREK TERHADAP NIAT BELI
MOBIL LISTRIK DENGAN MENGADOPSI
THEORY OF PLANNED BEHAVIOR
SEBAGAI MEDIASI**

TESIS

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian
Tesis Program Studi Magister Manajemen



Oleh

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**FAKULTAS PENDIDIKAN EKONOMI BISNIS
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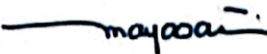
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ABSTRAK

Halimah Zahrah (2105227) “Analisis Kepercayaan Merek terhadap Niat Beli Mobil Listrik dengan Mengadopsi *Theory of Planned Behavior* sebagai mediasi”, survey pada Pengusaha Hotel yang tergabung dalam PHRI Jawa Barat dibawah bimbingan Prof. Dr. Agus Rahayu, MP., dan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh Kepercayaan Merek, Sikap, Norma Subjektif, Persepsi Kontrol Perilaku dan Niat Beli Mobil Listrik Hyundai” pada pengusaha hotel yang tergabung dalam PHRI (Perhimpunan Hotel dan Restoran Indonesia) Jawa Barat. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Metode yang digunakan *simple random sampling* dengan ukuran sampel sebanyak 203 responden. Teknik analisis penelitian ini adalah analisis jalur atau *Path Analysis*. Hasil temuan pada penelitian ini menemukan bahwa gambaran persepsi kontrol perilaku sangat tinggi, kepercayaan merek dan norma subjektif tinggi, sikap cukup tinggi serta niat beli netral. Kepercayaan merek memiliki pengaruh signifikan terhadap niat beli, sikap memediasi pengaruh kepercayaan merek terhadap niat beli, norma subjektif dan persepsi kontrol perilaku tidak memediasi pengaruh kepercayaan merek terhadap niat beli. Temuan ini menunjukkan bahwa sikap dapat menjadi faktor mediasi dalam membentuk niat beli mobil listrik Hyundai pada pengusaha hotel di Jawa Barat. Norma subjektif dan persepsi kontrol perilaku tidak dapat menjadi faktor mediasi yang membentuk niat beli mobil listrik Hyundai pada pengusaha hotel di Jawa Barat. Berdasarkan hasil penelitian, peneliti merekomendasikan kepada produsen Hyundai untuk meningkatkan jenis-jenis promosi secara berkala, kerjasama dengan pemerintah khususnya Perusahaan Listrik Negara lebih ditingkatkan untuk membangun infrastruktur pengecasan baterai dan penambahan dealer demi mewujudkan bisnis berkelanjutan dan mempercepat lingkungan hijau.

Kata kunci: kepercayaan merek, sikap, norma subjektif, persepsi kontrol perilaku, niat beli

ABSTRACT

Halimah Zahrah (2105227) *"Analysis of Brand Trust on Purchase Intention Electric Car by Adopting the Theory of Planned Behavior as mediation"*, survey of *Hotel Entrepreneurs who are members of the West Java PHRI* under the guidance of Prof. Dr. Agus Rahayu, MP., and Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M.

This research aims to obtain an overview and influence of Brand Trust, Attitudes, Subjective Norms, Perceived Behavioral Control and Intention to Purchase Hyundai Electric Cars on hotel entrepreneurs who are members of the West Java PHRI (Indonesian Hotel and Restaurant Association). The type of research used is descriptive and verification. The method used was simple random sampling with a sample size of 203 respondents. The analysis technique for this research is path analysis. The findings in this study found that the perception of behavioral control was very high, brand trust and subjective norms were high, attitudes were quite high and purchase intentions were neutral. Brand trust has a significant influence on purchase intention, attitude mediates the influence of brand trust on purchase intention, subjective norms and perceived behavioral control do not mediate the influence of brand trust on purchase intention. These findings indicate that attitude can be a mediating factor in forming the intention to purchase a Hyundai electric car among hoteliers in West Java. Subjective norms and perceived behavioral control cannot be mediating factors that shape the intention to purchase a Hyundai electric car among hoteliers in West Java. Based on the research results, researchers recommend to Hyundai manufacturers to increase the types of promotions on a regular basis, collaboration with the government, especially the State Electricity Company, will be further enhanced to build battery charging infrastructure and add dealers in order to realize sustainable business and accelerate a green environment.

Keywords: brand trust, attitude, subjective norm, perceived behavior control, purchase intention

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