

**PENGARUH *ENVIRONMENTAL CONCERN* DAN *PRICE*
TERHADAP PURCHASE INTENTION MELALUI *USER*
*EXPERIENCE***

TESIS

Diajukan Sebagai Syarat untuk Memperoleh Gelar
Magister Manajemen pada Program Studi Magister Manajemen



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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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Sebuah Tesis yang Diajukan untuk Memenuhi Sebagian Syarat Memperoleh
Gelar Magister Manajemen pada Program Studi Manajemen Konsentrasi
Manajemen Pemasaran

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Februari 2024

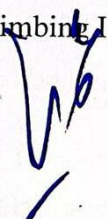
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LEMBAR PENGESAHAN TESIS

PENGARUH *ENVIRONMENTAL CONCERN* DAN *PRICE* TERHADAP
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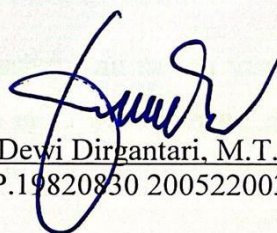
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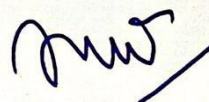
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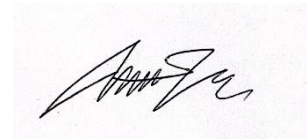
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LEMBAR PERNYATAAN KEASLIAN TESIS

Dengan ini menyatakan bahwa tesis dengan Judul “**Pengaruh *Environmental Concern Dan Price Terhadap Purchase Intention Melalui User Experience***” beserta seluruh isinya adalah benar-benar karya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam tesis ini, atau ada klaim pihak lain terhadap keaslian tesis ini.

Bandung, 30 Mei 2024



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ABSTRAK

Abin Muhamad Farhan (2105291) “Pengaruh *Environmental Concern* Dan *Price* Terhadap *Purchase Intention* Melalui *User Experience*”, di bawah bimbingan Prof. Dr. H. Agus Rahayu, M.P dan Dr. Puspo Dewi Dirgantari, M.T., M.M.

Pasar motor listrik di Indonesia terus meningkat setiap tahunnya, meskipun demikian niat untuk membeli motor listrik masyarakat masih rendah. Rendahnya minat beli masyarakat di Indonesia dikarenakan masyarakat masih memilih untuk menggunakan motor berbahan bakar fosil untuk sehari-hari. *Purchase intention* dapat tercipta melalui *environmental concern*, *price* dan *user experience*. Penelitian ini bertujuan untuk memperoleh gambaran *environmental concern*, *price* dan *user experience* dan *purchase intention* serta bagaimana *environmental concern* dan *price* berpengaruh terhadap *purchase intention* melalui *user experience* pada penyewa motor listrik Grab Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif verifikatif. Teknik sampel menggunakan *purposive sampling* sebanyak 200 responden penyewa motor listrik Grab Indonesia dan teknik analisis data menggunakan *Structural Equation Modeling* (SEM). Hasil temuan penelitian ini menunjukkan gambaran *environmental concern* yang memiliki dimensi *cognitive* dengan tingkat ketercapaian tertinggi dan *affective* dengan tingkat ketercapaian terendah, gambaran *price* yang memiliki dimensi *price consciousness* dengan tingkat ketercapaian tertinggi dan *value for money* dengan tingkat ketercapaian terendah, gambaran *user experience* yang memiliki dimensi *usability* dengan tingkat ketercapaian tertinggi dan *desirability* dengan tingkat ketercapaian terendah dan gambaran *purchase intention* yang memiliki dimensi *preference intent* dengan tingkat ketercapaian tertinggi dan *intention of exploration* dengan tingkat ketercapaian terendah. Selain itu hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif antara variabel *environmental concern* terhadap *user experience*, *environmental concern* terhadap *purchase intention*, *price* terhadap *user experience*, adapun variabel yang tidak berpengaruh yakni variabel *price* terhadap *purchase intention*, *user experience* terhadap *purchase intention*, *environmental concern* terhadap *purchase intention* melalui *user experience*, *price* terhadap *purchase intention* melalui *user experience*. Perusahaan motor listrik dan Grab Indonesia diharapkan dapat lebih memaksimalkan indikator-indikator *price* dan *user experience* selaku faktor yang berpengaruh dalam pembentukan *purchase intention*.

Kata Kunci: *environmental concern*, *price*, *user experience*, *purchase intention*, motor listrik

ABSTRACT

Abin Muhamad Farhan (2105291) "The Influence of Environmental Concern and Price on Purchase Intention Through User Experience", under the guidance of Prof. Dr. H. Agus Rahayu, M.P and Dr. Puspo Dewi Dirgantari, M.T., M.M.

The electric motorbike market in Indonesia continues to increase every year, however, people's intention to buy electric motorbikes is still low. The low buying interest of people in Indonesia is because people still choose to use fossil fuel motorbikes every day. Purchase intention can be created through environmental concerns, price and user experience. This research aims to obtain an overview of environmental concerns, price and user experience and purchase intention as well as how environmental concerns and price influence purchase intention through user experience for Grab Indonesia electric motorbike renters. This research uses a quantitative approach with descriptive verification methods. The sampling technique used purposive sampling of 200 respondents who rented Grab Indonesia electric motorbikes and the data analysis technique used Structural Equation Modeling (SEM). The findings of this research show a picture of environmental concern which has a cognitive dimension with the highest level of achievement and affective with the lowest level of achievement, a picture of price which has a price consciousness dimension with the highest level of achievement and value for money with the lowest level of achievement, a picture of user experience which has a usability dimension with the highest level of achievement and desirability with the lowest level of achievement and a description of purchase intention which has the dimension of preference intent with the highest level of achievement and intention of exploration with the lowest level of achievement. Apart from that, the results of this study show that there is a positive influence between environmental concern variables on user experience, environmental concern on purchase intention, price on user experience, while variables that have no effect are price variables on purchase intention, user experience on purchase intention, environmental concern on purchase intention through user experience, price versus purchase intention through user experience. It is hoped that electric motorbike companies and Grab Indonesia can further maximize price and user experience indicators as influencing factors in forming purchase intention.

Keywords: environmental concern, price, user experience, purchase intention, electric motorbike

KATA PENGANTAR

Segala puji dan syukur penulis panjatkan kepada Tuhan Yang Maha Esa yang telah memberikan berkah, rahmat, karena atas karunia dan kehendak-Nya sehingga penulis dapat menyelesaikan tugas penyusunan Tesis.

Tesis yang berjudul “Pengaruh *Environmental Concern* Dan *Price* Terhadap *Purchase Intention* Melalui *User Experience* yang disusun untuk memperoleh temuan mengenai gambaran *Environmental Concern*, *Price*, *User Experience* dan *Purchase Intention* serta pengaruh *Environmental Concern* dan *Price* terhadap *Purchase Intention* Penyewa Motor Listrik Di Komunitas Grab Bike Indonesia..

Tesis ini dikerjakan penulis dengan sebaik dan seoptimal mungkin dengan harapan dapat mendatangkan manfaat serta memberi sumbangsih yang berarti bagi kemajuan dunia pemasaran. Penulis tidak menutup kemungkinan bahwa dalam penulisan ini terdapat kekurangan atau kesalahan sehingga masih jauh dari sempurna. Penulis sangat terbuka untuk menerima kritik dan saran yang membangun dari semua pihak. Semoga tesis ini dapat bermanfaat bagi kita semua dan khususnya untuk penulis. Akhir kata penulis ucapkan terimakasih untuk perhatiannya. Semoga penyusunan tesis ini dapat bermanfaat bagi pihak-pihak terkait.

Bandung, 07 Februari 2024

Penulis

Abin Muhamad Farhan

UCAPAN TERIMA KASIH

Alhamdulillahirabbil 'alamin puji syukur penulis panjatkan kehadirat Allah SWT karena atas rahmat dan karunia-Nya penulis dapat menyelesaikan tesis ini. Tesis ini disusun dalam rangka memenuhi salah satu syarat memperoleh gelar Magister Manajemen Konsentrasi Manajemen Pemasaran. Penulis menyadari bahwa dalam proses penyusunan tesis ini tidak lepas dari adanya dukungan dari berbagai pihak. Oleh karena itu, dalam kesempatan ini penulis mengucapkan terima kasih sebesar-besarnya dan penghargaan yang setinggi-tingginya kepada pihak-pihak berikut ini:

1. Prof Dr. M. Solehuddin M.Pd., M.A. selaku Rektor Universitas Pendidikan Indonesia, yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di Universitas Pendidikan Indonesia.
2. Prof. Dr. H. Eeng Ahman, M.S. selaku Dekan dan Dosen Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia.
3. Dr. Maya Sari Lutan, S.E., M.M selaku Ketua Program Studi Manajemen Universitas Pendidikan Indonesia.
4. Prof. Dr. H. Agus Rahayu, M.P selaku Dosen Pembimbing I dan Dosen Pembimbing Akademik yang senantiasa membimbing dengan kesabaran dan ketelitian juga meluangkan waktu, tenaga, dan pikiran di tengah-tengah kesibukannya sehingga penulis dapat menyelesaikan tesis ini.
5. Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M selaku Dosen Pembimbing II yang telah membimbing penulis dalam penyusunan tesis dengan penuh kesabaran dan ketelitian, memberikan motivasi serta arahan selama proses bimbingan.
6. Segenap dosen dan staf administrasi Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia yang telah membimbing dan memberikan motivasi serta bantuan bagi penulis selama menjalani perkuliahan.
7. Keluarga tercinta Bapak, Mamah dan Istri Ad'Dimma Rinjani Khalifiah

8. Teman-teman Magister Manajemen 2021, Teh Rafaida Putri Rahmania Widjajapradja, Uwa Maily Pratama Zazali Putra, Pak psikolog Pepen Supriatna, dosen sekaligus KM Jordy Alexi Yohans dan Pak Wagub Dani Kurniawan yang senantiasa berjuang bersama dan memberikan banyak dukungan dan bantuan kepada penulis selama perkuliahan.
9. Semua pihak yang telah membantu penulis dalam menyelesaikan studi di Universitas Pendidikan Indonesia yang tidak dapat disebutkan satu persatu. Jazakumullaahu khairan katsiran, semoga Allah Swt. memberikan balasan yang berlipat ganda atas segala kebaikan berbagai pihak yang telah membantu penulis dalam menyelesaikan tesis ini. Aamiin.

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