

ABSTRACT

This study aims to test and analyze the influence of perceived ease of use and perceived usefulness either directly or through attitude as an intervening variable and the influence of attitudes, subjective norms, and perceived control behavior on purchasing decisions of pure electric cars. This research is a quantitative study with population of consumers who have purchased pure electric cars and sample size of 125 respondents. Questionnaire data from respondents were analyzed with the Structural Equation Modelling-Partial Least Square method using SmartPLS version 3.3.8 software. The results showed that perceived ease of use and perceived usefulness had a significant positive effect on attitudes, attitudes and subjective norms had a significant positive effect on purchasing decisions. As for perceived ease of use, perceived usefulness, and perceived behavioral control, it turns out that they have no significant effect on purchasing decisions. This study also showed that attitude is able to mediate the influence of perceived ease of use and perceived usefulness on purchasing decisions.

Keywords: TAM, TPB, perceived ease of use, perceived usefulness, attitudes, subjective norms, perceived behavioral control, pure electric car



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ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh persepsi kemudahan penggunaan dan persepsi kegunaan baik secara langsung maupun melalui variabel *intervening* sikap serta pengaruh sikap, norma subyektif, dan persepsi kontrol perilaku terhadap keputusan pembelian mobil listrik murni. Penelitian ini merupakan penelitian kuantitatif dengan populasi konsumen yang telah membeli mobil listrik murni dan ukuran sampel sebanyak 125 responden. Data kuesioner dari responden dianalisis dengan metode *Structural Equation Modelling-Partial Least Square* menggunakan *software SmartPLS* versi 3.3.8. Hasil penelitian menunjukkan bahwa persepsi kemudahan penggunaan dan persepsi kegunaan berpengaruh positif signifikan terhadap sikap, serta sikap dan norma subyektif berpengaruh positif signifikan terhadap keputusan pembelian. Adapun persepsi kemudahan penggunaan, persepsi kegunaan, dan persepsi kontrol perilaku ternyata tidak berpengaruh signifikan terhadap keputusan pembelian. Penelitian ini juga menunjukkan bahwa sikap mampu memediasi pengaruh persepsi kemudahan penggunaan dan persepsi kegunaan terhadap keputusan pembelian.

Kata kunci : TAM, TPB, persepsi kemudahan penggunaan, persepsi kegunaan, sikap, norma subyektif, persepsi kontrol perilaku , keputusan pembelian, mobil listrik murni

