

PENGARUH PERSEPSI PRODUK, HARGA, TEMPAT TERHADAP MINAT BELI MOBIL LISTRIK MASYARAKAT JABODETABEK

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ABSTRAK

Riset ini dilaksanakan dengan tujuan mengevaluasi serta keterkaitan antara persepsi produk, persepsi harga, dan persepsi tempat terhadap minat beli mobil listrik pada masyarakat yang berada di kawasan Jabodetabek. Metode yang diterapkan merupakan pendekatan kuantitatif dengan rancangan hubungan sebab-akibat yang bersifat asosiatif. Informasi empiris dikumpulkan melalui instrumen kuesioner berbasis skala Likert, yang disebarkan kepada sebanyak 103 partisipan terpilih dengan metode purposive sampling, sehingga responden sesuai dengan karakteristik penelitian yang telah ditetapkan. Proses pengolahan serta pengujian data dilakukan memakai software SPSS versi 27 untuk memastikan akurasi interpretasi statistik. Hasil pengujian mengungkapkan persepsi produk ($\beta = 0,570$; sig. = 0,000) bersama persepsi harga ($\beta = 0,402$; sig. = 0,000) memberikan pengaruh positif serta bermakna secara statistik terhadap minat beli mobil listrik. Sebaliknya, persepsi tempat ($\beta = -0,035$; sig. = 0,672) tidak menunjukkan pengaruh signifikan apabila dianalisis secara parsial. Meskipun demikian, apabila ketiga variabel diuji secara bersamaan, ditemukan adanya pengaruh yang signifikan terhadap minat beli mobil listrik ($F = 32,268$; sig. = 0,000). Selain itu, nilai koefisien determinasi (R^2) bernilai 0,494 mengindikasikan model penelitian mampu menjelaskan bernilai 49,4% variasi perubahan minat beli mobil listrik. Temuan tersebut menegaskan mutu produk, kelengkapan inovasi teknologi, serta kesesuaian nilai ekonomi dengan manfaat yang diterima konsumen menjadi determinan utama yang memperkuat minat beli mobil listrik, khususnya di lingkungan perkotaan modern seperti Jabodetabek.

Kata Kunci : minat beli, mobil listrik, persepsi produk, persepsi harga, persepsi tempat.

THE INFLUENCE OF PRODUCT PERCEPTION, PRICE PERCEPTION, AND PLACE PERCEPTION ON THE PURCHASE INTENTION OF ELECTRIC CARS AMONG THE JABODETABEK COMMUNITY

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ABSTRACT

This research was conducted to examine how product perception, price perception, and place perception influence consumers' purchase intention toward electric cars within the Jabodetabek area. The investigation employed a quantitative method using a causal associative framework. Information was obtained through a Likert-scale survey administered to 103 participants who were chosen based on purposive sampling criteria. Furthermore, multiple linear regression testing was carried out utilizing SPSS version 27. The findings indicate that product perception ($\beta = 0.570$; sig. = 0.000) and price perception ($\beta = 0.402$; sig. = 0.000) exert a positive and statistically significant influence on purchase intention, whereas place perception ($\beta = -0.035$; sig. = 0.672) does not demonstrate a meaningful individual impact. Nevertheless, when evaluated collectively, all three independent variables show a significant effect on purchase intention ($F = 32.268$; sig. = 0.000). In addition, the coefficient of determination (R^2) value of 0.494 reveals that the proposed model is capable of accounting for 49.4% of the variance in purchase intention. These outcomes imply that factors such as product excellence, advanced technological attributes, and the consistency between pricing and consumers' perceived value represent the primary determinants influencing consumers' willingness to purchase electric vehicles, particularly within metropolitan environments like Jabodetabek.

Keywords: *electrical vehicle, purchase intention, product perception, price perception, place perception.*