ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh Keandalan Baterai, Harga Baterai, dan Persepsi Masyarakat terhadap Peningkatan Penjualan kendaraan listrik dengan Minat sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM). Hasil evaluasi model menunjukkan bahwa sebagian besar konstruk memenuhi validitas konvergen (AVE > 0,50) dan reliabilitas (Composite Reliability > 0,70). Nilai R^2 menunjukkan bahwa model mampu menjelaskan 48,2% variasi Minat dan 49,7% variasi Peningkatan Penjualan, yang termasuk kategori moderat. Hasil pengujian hipotesis menunjukkan bahwa Harga Baterai berpengaruh signifikan terhadap Minat (β = 0,546; p < 0,001) dan Peningkatan Penjualan (β = 0,226; p = 0,003). Keandalan Baterai berpengaruh signifikan terhadap Harga (β = 0,453; p < 0,001) dan Peningkatan (β = 0,246; p = 0,017), namun tidak signifikan terhadap Minat (β = 0,134; p = 0,075). Persepsi Masyarakat berpengaruh signifikan terhadap Minat (β = 0,247; p < 0,001) dan Peningkatan (β = 0,141; p = 0,039). Minat berpengaruh signifikan terhadap Peningkatan (β = 0,329; p = 0,003). Analisis mediasi menunjukkan bahwa Minat memediasi secara parsial hubungan Harga dan Persepsi terhadap Peningkatan, tetapi tidak memediasi hubungan Keandalan terhadap Peningkatan. Temuan ini menegaskan bahwa faktor ekonomi, khususnya harga, merupakan determinan paling dominan dalam meningkatkan penjualan kendaraan listrik.

Kata kunci: Harga Baterai, Keandalan Baterai, Persepsi Masyarakat, Minat, Peningkatan Penjualan, PLS-SEM.

ABSTRACT

This research examines the effects of Battery Reliability, Battery Price, and Public Perception on Electric Vehicle Sales Increase, with Purchase Intention as a mediating variable. A quantitative approach using Partial Least Squares–Structural Equation Modeling (PLS-SEM) was employed. The measurement model demonstrated adequate convergent validity (AVE > 0.50) and reliability (Composite Reliability > 0.70). The structural model showed moderate explanatory power, with R^2 values of 0.482 for Purchase Intention and 0.497 for Sales Increase. The findings indicate that Battery Price significantly influences Purchase Intention (β = 0.546; p < 0.001) and Sales Increase (β = 0.226; p = 0.003). Battery Reliability significantly affects Battery Price (β = 0.453; p < 0.001) and Sales Increase (β = 0.246; p = 0.017), but does not significantly affect Purchase Intention (β = 0.134; p = 0.075). Public Perception significantly influences Purchase Intention (β = 0.247; p < 0.001) and Sales Increase (β = 0.141; p = 0.039). Purchase Intention significantly affects Sales Increase (β = 0.329; p = 0.003). Mediation analysis reveals that Purchase Intention partially mediates the relationships between Battery Price and Sales Increase, as well as between Public Perception and Sales Increase, but does not mediate the relationship between Battery Reliability and Sales Increase. These findings emphasize that economic factors, particularly battery price, are the primary determinants in accelerating electric vehicle adoption in Indonesia.

Keywords: Battery price, battery reliability, consumer perception, intention, electric vehicles, PLS-SEM.