

ABSTRACT

Every year, electricity consumption is increasing. Unfortunately, this increase is not in line with the supply of natural resources producing electricity. Therefore, it is necessary to begin to use renewable natural resources as an electric producer. One of the renewable natural resources that can produce electricity is the sun or solar.

Indonesia has a lot of solar energy potential. This potential makes the Ministry of Energy and Mineral Resources make targets for the use of solar energy through sales and purchases of solar power plants. Unfortunately, from the beginning it was planned in 2010, the sales and purchase target had never been fulfilled until now. One of the reasons is that the interest in buying and using the Indonesian people towards solar power plant products is still low. Therefore, it is necessary to examine the things considered in the process of adoption of solar home system technology in Indonesia. The things in question are based on TPE frameworks namely technology, personal, and environment. In addition, this research also aims to find out the things considered by consumers to be able to bring up interest to repurchase solar home system.

Data collection in this study will use the In-Depth Interview technique with seven participants of electricity users who have used solar home system and one representative of the producer as a provider of solar home system installation services. Interview activities are carried out both online and offline seeing the condition of the parties concerned. In the analysis process of the results of the interview, in this study researchers cooperated with a professional expert who had more than 10 years of experience in the field of solar power plant to correct and understand the things conveyed by the participants.

From this study, found a factor based on TPE Frameworks which was not considered at all by the resource person, namely the perception of simplicity. In addition, there are factors considered by most participants such as compatibility perceptions, intrinsic motivation, regulations, and technological supporters. There are also factors considered by all participants such as performance and personal innovation expectations. In addition, also found five factors considered by the resource persons in making repurchase solar home system, namely regulations, needs/urgency, price, technological specifications, and maintenance. And proposed a new model to the TPE framework by adding factor of trust.

Recommendations given to companies include that companies can work together by doing things that can increase community understanding related to the benefits, compatibility, regulations, supporting agencies, interest, and trust in the solar home system. Suggestions given to the government include to be able to study and formulate policies that can increase the interest of the community to use the solar home system, while for further research, among others, using other methods other than qualitative, testing new models with additional trust factors, and doing Research with broader participants and theories.

Keywords: Purchase Intention, Technology Adoption, TOE Framework, TPE Framework, Technology, Personal, Environment, Repurchase Intention.