

ABSTRACT

Air pollution is one of the increasingly worrying environmental problems in Indonesia, especially in urban areas such as DKI Jakarta. Based on global data, Jakarta is included in the list of 100 cities with the highest pollution levels in the world. One of the main causes of high air pollution is exhaust emissions from fossil fuel motor vehicles. Along with increasing awareness of environmental issues, electric cars are beginning to be introduced as an alternative to vehicles that are more environmentally friendly. Electric cars are expected to reduce dependence on fossil fuels and reduce carbon emissions, thus becoming a solution to urban environmental problems. However, the adoption rate of electric cars in Indonesia is still relatively low compared to other countries, mainly due to various factors such as relatively high prices, limited charging infrastructure, and lack of public understanding of the benefits and technology of electric cars.

This study used the variables Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Perceived Risk, and Environmental Concerns. Data was collected through a survey with 242 respondents selected using the purposive sampling method. Data analysis was carried out using the Structural Equation Modeling (SEM) method to test the relationship between variables.

The results of the study show that Performance Expectancy, Social Influence, Facilitating Condition, and Environmental Concerns have a significant influence on people's attitudes in using electric cars. Effort Expectancy, Perceived Risk, and Attitude towards Use also have a significant effect on people's intention to use electric cars. However, Effort Expectancy and Perceived Risk have a nonsignificant influence on attitudes. The intention to use is also not affected by Performance Expectancy, Effort Expectancy, Facilitating Condition, and Social Influence. This research makes a theoretical contribution in understanding the acceptance of technology in the transportation sector as well as offers practical recommendations, such as educational campaigns and incentives, to increase the adoption of electric cars in DKI Jakarta

Keywords: Attitude, Intention to Use, Electric Car, Meta-UTAUT, DKI Jakarta