

ABSTRACT

Research This study aims to identify factors that influence public interest in utilizing electric bus services in Surabaya using the C-TAM-TPB model. The variables analyzed include Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Subjective Norms, and Perceived Behavioral Control as determinants of Behavioral Intention. The research approach was carried out quantitatively by distributing questionnaires to 100 respondents from various backgrounds, such as students, private workers, entrepreneurs, and the general public. The data were then processed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. The results of the analysis show that Perceived Usefulness and Perceived Ease of Use have a positive and significant effect on Attitude Toward Using. In addition, Attitude Toward Using and Perceived Behavioral Control are also proven to have a significant influence on public intention to use electric buses. In contrast, Subjective Norms did not show a significant influence on Behavioral Intention, suggesting that the decision to use electric buses is more influenced by users' self-assessment and readiness than by surrounding social factors. This finding indicates that increasing interest in using electric buses needs to focus on aspects of benefits, convenience, comfort, and the development of service facilities. Furthermore, a stronger socialization strategy is also needed to increase the influence of social norms in the future. Overall, the results of this study provide empirical support for the use of the combined TAM-TPB model in understanding sustainable transportation adoption behavior.

Keywords: *electric bus, C-TAM-TPB, technology adoption, user behavior, SmartPLS, PLS-SEM.*