

ABSTRAK

Nama : Zahratul Mona
Program Studi : Manajemen
Judul : Pengaruh *Perceived Risk*, *Perceived Ease Of Use* dan *Perceived Usefulness* terhadap Niat Beli Sepeda Listrik di Matang Glumpang Dua Kabupaten Bireuen

Tingkat adopsi sepeda listrik di Indonesia menunjukkan tren peningkatan, namun belum merata di seluruh wilayah termasuk di Provinsi Aceh yang masih menunjukkan tingkat penggunaan sepeda listrik belum merata. Salah satu daerah di Aceh yang memiliki adopsi sepeda listrik yang masih dalam tahap awal adalah di Matang Glumpang Dua, Kabupaten Bireuen. Masyarakat di wilayah ini mulai menunjukkan ketertarikan terhadap sepeda listrik, meskipun masih dalam tahap awal pembentukan niat beli, terutama terkait persepsi terhadap risiko, kemudahan penggunaan, dan kegunaan produk. Penelitian ini bertujuan untuk menganalisis pengaruh *perceived risk*, *perceived ease of use*, dan *perceived usefulness* terhadap niat beli sepeda listrik. Pendekatan kuantitatif digunakan dalam penelitian ini, dengan metode survei melalui penyebaran kuesioner secara langsung kepada 108 responden yang memiliki niat membeli sepeda listrik, meskipun belum pernah membeli sebelumnya. Teknik analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM) berbasis aplikasi SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa *perceived risk*, *perceived ease of use*, dan *perceived usefulness* masing-masing berpengaruh positif dan signifikan terhadap niat beli sepeda listrik. Temuan ini mengindikasikan bahwa meskipun terdapat risiko yang dirasakan, masyarakat tetap menunjukkan niat beli yang tinggi apabila sepeda listrik dinilai mudah digunakan dan bermanfaat.

Kata Kunci: *Perceived Risk*, *Perceived Ease Of Use*, *Perceived Usefulness*, Niat Beli, Sepeda listrik

ABSTRACT

Name : Zahratul Mona
Study Program : Management
Title : *The Effect of Perceived Risk, Perceived Ease of Use and Perceived Usefulness on Purchase Intention of Electric Bicycles in Matang Glumpang Dua Bireuen Regenc*

The adoption rate of electric bicycles in Indonesia shows an increasing trend, but is not evenly distributed across all regions, including Aceh Province, where the use of electric bicycles is still uneven. One area in Aceh where electric bicycle adoption is still in its early stages is Matang Glumpang Dua, Bireuen Regency. Residents in this area are beginning to show interest in electric bicycles, although they are still in the early stages of forming purchase intentions, particularly regarding perceptions of risk, ease of use, and product usefulness. This study aims to analyze the influence of perceived risk, perceived ease of use, and perceived usefulness on purchase intentions for electric bicycles. A quantitative approach was used in this study, with a survey method through direct distribution of questionnaires to 108 respondents who intended to purchase an electric bicycle, even though they had never purchased one before. Data analysis was carried out using Structural Equation Modeling (SEM) based on the SmartPLS application version 4.0. The results showed that perceived risk, perceived ease of use, and perceived usefulness each had a positive and significant effect on purchase intentions for electric bicycles. These findings indicate that despite the perceived risks, people still show high purchase intentions if electric bicycles are considered easy to use and useful.

Keywords: *Perceived Risk, Perceived Ease Of Use, Perceived Usefulness, Purchase Intention, Electric Bike*