ANALYSIS PERSPECTIVE THE PEOPLE OF SOLO RAYA ON INTENTION TO BUY ELECTRIC MOTORCYCLES

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ABSTRACT

An electric-powered motor is a device that can convert electrical energy into mechanical energy that makes it able to drive on the road and become environmentally friendly transportation. This study aims to determine the effect of Perceived Ease Of Use, Perceived Enjoyment, and Perceived Usefulness by users and the people of Solo Raya who have the intention to have an electric-powered motorcycle. The research method used is a quantitative approach. This study also used questionnaires as a data collection technique with a sample of 384 respondents. In this study, the population is the community of Solo Raya which consists of 7 districts. The results of this study are based on hypothesis testing, which states that directly ease of use and perceived usability have a significant effect on attitude. Furthermore, and perceived usefulness also directly has a significant effect on the intention to buy, perceived satisfaction does not have a significant effect on the attitude of use and intention to buy.

Keywords : *Perceived Ease Of Use, Perceived Enjoyment, Perceived Usefulness, Attitude Toward Using, Intention To Purchase*

INTRODUCTION

The traffic density of two-wheeled vehicles in the Solo Raya area covers seven districts / cities including: Surakarta, Wonogiri, Karanganyar, Sragen, Sukoharjo, Klaten, and Boyolali increased drastically, this is due to the amount of air pollution due to petroleum-fueled vehicle fumes. The following is data on the number of residents who have an interest in vehicles in the greater Solo area:

Table 1. Data on the Number of Motor Vehicle Enthusiasts in the Greater Solo area

No	District/City	Number Of Motor Vehicles
1	Boyolali	539.847 Unit
2	Klaten	817.600 Unit
3	Sukoharjo	611.541 Unit
4	Wonogiri	689.950 Unit
5	Karanganyar	622.423 Unit
6	Sragen	619.133 Unit
7	Surakarta	445.188 Unit

The rapid pace of transportation technology has brought major changes in human life, seen from the formation of modern society that finds renewable energy sources, so that it has a major influence on transportation vehicles used by humans every day. According to data from the Central Statistics Agency (BPS) Central Java (2021), the total number of motorized vehicles in Solo Raya is 4,745,682 vehicles. From these data, it shows that the density of motor vehicle ownership is also the reason for the high level of pollution that occurs. The right solution to overcome this is to reduce the use of petroleum-energy vehicles into electrical energy which is a renewable energy source.

With the issuance of presidential regulation number 55 of 2019 and the population of electric motorcycles from the current transportation department data has reached 10,300 already circulating in the community. The acceleration of the battery-based electric motor vehicle program is expected to increase the number of electric vehicle users in the community. In accordance with the presidential regulation, the Coordinating Minister for Maritime Affairs and Investment has confirmed to PLN gradually to build electricity roots in several regions. The availability of electric root facilities in the community will make it easier for people to or have vehicles that run on electricity so that this becomes one of the transportation in the future that can reduce air pollution caused by motor vehicles.

Although many studies have examined motor vehicles or marketing research on electric vehicles, most of them focus primarily on usage data and numbers, with a dominant quantitative approach (Yuniza et al., 2021). However, few have explored the influence of Perceived Ease of Use, Perceived Enjoyment, and Perceived Usefulness, mediated by the Attitude Toward Using variable, leading to Intention to Purchase, particularly in emerging markets like Indonesia and specifically in the Solo Raya region. Moreover, most research emphasizes quantitative factors, while qualitative factors such as visual influence and company sales data have not been extensively studied. Therefore, there is a need for deeper research to understand how Electric Motorcycles influence purchasing decisions in the Solo Raya region, as well as to explore how the influence of Perceived Ease of Use, Perceived Enjoyment, and Perceived Usefulness, mediated by the Attitude Toward Using variable, leading to Intention to Purchase, plays a significant role in supporting the

government's "Langit Biru" program to reduce residues, air pollution, and the use of renewable fuels.

Until now, many perspectives from the public have not fully believed and believed that this electric vehicle can make it comfortable on the trip as usual. The following are the results of a survey on interest in buying electric motorcycles, a survey conducted by populix.com of 1,002 respondents with an age range of 18-55 years revealed that only 13% of respondents had an interest in buying electric motorcycles. Several studies on risk have been conducted, such as research by (Nurzanah &; Sosianika, 2019) and also (Udayana &; Ramadhan, 2019). Their research has similar results, where Perceived Ease of Use has a positive and significant influence on buying interest. In other studies conducted by (Isma et al., 2021) and also (Faradila &; Soesanto, 2023) also have the same research results, namely, Perceived Ease of Use has a positive and significant effect on buying interest.

Based on the problem formulation above, the purpose of writing this scientific work is to prove the role of electric fuel technology, especially electric motors, to the public, future researchers and automotive companies so that they care about the environment regarding air pollution and waste pollution and traces of petroleum mines that still leave behind. remaining oil can affect the pollution of water sources for the community. The problems currently faced are the use of motorized vehicles which cause air pollution, radiation from former mining areas, and used petroleum waste. For this reason, the research we have examined is about people's perspectives regarding interest in buying electric motorbikes, and according to a survey of consumers or respondents who are interested in owning an electric vehicle, it has several benefits that are felt starting from an economic and social status perspective as well as a form of public concern for natural environment

METHODS

The research used in this type of research is quantitative research. Quantitative research methods are types of research whose specifications are systematic, carefully planned, and have a clear structure from the beginning of the research design to its formulation. (Siyoto and Sodik, 2022). This research was conducted on the people of Solo Raya because there are developments in transportation, especially electric motorcycles. Basically, Solo Raya is a strategic area to conduct research where many young people from various regions are studying in this region, starting from within and outside the country. The Greater Solo region includes Surakarta City, Boyolali Regency, Sukoharjo, Klaten, Sragen, Wonogiri, and Karanganyar.

Data collection is carried out using the Google Application in the google form feature, where this application is very useful in distributing my research questionnaire or cursor quickly and does not need to bother to visit per community one by one, by spreading links through social media to respondents. The source of data used is primary data where researchers distribute and distribute questionnaires directly to several respondents. The questionnaire issued was related to respondents' responses about the influence of interest in buying electric motorcycles in Soloraya.

HASIL PENELITIAN DAN PEMBAHASAN

Description of Respondent (Gender)

Table 2. Characteristics Of Respondents By Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	182	47.4	47.4	47.4
Female	202	52.6	52.6	100.0
Entire	384	100.0	100.0	

Tabel. Table. 2 shows that respondents based on age from a total of 384 respondents, 296 years and 12 respondents (3.1%) aged 36-55 years. Thus this study the majority of respondents have the age of 17-20 years.

Description of Respondent (Age characteristics)

Table 3. Characteristics Of Respondents By Gender

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	<25	296	77.1	77.1	77.1	
	26-35	39	10.2	10.2	87.2	
	36-55	37	9.6	9.6	96.9	
	Total	12	3.1	3.1	100.	
		384	100.0	100.0	0	

Table Description. 3 shows that respondents based on age from a total of 384 respondents, 296 respondents (77.1%) aged 17-20 years, then there are 39 respondents (10.2%) aged 26- 35 years and 12 respondents (3.1%) aged 36-55 years. Thus this study the majority of respondents have the age of 17-20 years.

Respondents (Job Characteristics)

Table 4. Characteristics of respondents by job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Administrasi	1	.3	.3	.3
	Content Creator	1	.3	.3	.5
	Freshgraduate	1	.3	.3	.8
	Guru	1	.3	.3	1.0
	Ibu rumah tangga	3	.8	.8	1.8 18.8
	Karyawan Swasta	65	16.9	16.9	24.0 73.2
	Otomotif	20	5.2	5.2	80.5
	Pelajar/Mahasiswa	189	49.2	49.2	100.0
	PNS	28	7.3	7.3	
	Wiraswasta	75	19.5	19.5	
	Total	384	100.0	100.0	

Table 4 shows that respondents by occupation out of a total of 384 respondents. A total of 65 respondents (16.9%) were Private Employees. Then 20 respondents (5.2%) were automotive. A total of 189 respondents (49.2%) were students and there were 28 respondents (7.3%) who worked as civil servants (PNS). There were 75 self-employed respondents. Then the remaining 7 respondents (1.7%) are known to work as household ibvu, teachers, fresh graduates, content creators and administration.

Description of respondents (characteristics by region)

Table 5. Characteristics of Respondents by Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Boyolali	61	15.9	15.9	15.9
	Karanganyar	53	13.8	13.8	29.7
					48.4
	Klaten	72	18.8	18.8	63.0
	Sragen	56	14.6	14.6	76.6
	Sukoharjo	52	13.5	13.5	84.4
	Surakarta	30	7.8	7.8	100.0
	Wonogiri	60	15.6	15.6	
	Total	384	100.0	100.0	

Table 5. shows that based on the area in Solo Raya there were 61 respondents or (15.9%) from Boyolali Regency, as many as 53 respondents or (13.8%) from Karanganyar Regency, as many as 72 respondents or (18.8%) from Klaten Regency, As many as 56 respondents or (14.6%) came from Sragen Regency, as many as 52 respondents or (13.5%) came from Sukoharjo Regency, there were 30 respondents or (7.8%) from Surakarta city, and there were 60 respondents or (15.6%) from Wonogiri Regency. So it can be concluded that Klaten Regency is the area with the most respondents, which is as many as 72 people.

Validity Test

The validity test is carried out by comparing the calculated value with the rtable value. If the calculated value is less than rtable, the statement given is invalid (Ghozali, 2021).

***Perceived Ese Of Use* Validity Test (X1)**

The validity test results for statement items related to the *Perceived Ese Of Use* (X1) variable can be seen in the following table:

Table. 6 Perceived Ese Of Use (X1) Validity Test

Item	Rhitung	rtabel	Keterangan
X1. 1	0,730	0,098	Valid
X1. 2	0,762	0,098	Valid
X1. 3	0,522	0,098	Valid
X1. 4	0,735	0,098	Valid
X1. 5	0,682	0,098	Valid
X1. 6	0,772	0,098	Valid

Source : Primary Data Processed, 2023

The Corrected Item-total correlation value based on the table above shows that all rcalculate results > rtable. So it can be concluded that all items of the Perceived Ese Of Use (X1) variable statement are considered valid.

Perceived Enjoyment Validity Test (X2)

The validity test results for statement items related to the Perceived Enjoyment (X2) variable can be seen in the following table:

Table 7. Perceived Enjoyment (X2) Validity Test

Item	rhitung	rtabel	Keterangan
X2. 1	0,744	0,098	Valid
X2. 2	0,808	0,098	Valid
X2. 3	0,716	0,098	Valid
X2. 4	0,731	0,098	Valid

Source : Primary Data Processed, 2023

The Corrected Item-total correlation value based on the table above shows that all rcalculate results > rtable. So it can be concluded that all items of the Perceived Enjoyment (X2) variable statement are considered valid.

Perceived Usefulness (X3) Validity Test

The validity test results for statement items related to the Perceived Usefulness (X3) variable can be seen in the following table:

Table 8. Perceived Usefulness (X3) Validity Test

Item	rhitung	rtabel	Description
X3. 1	0,726	0,098	Valid
X3. 2	0,467	0,098	Valid
X3. 3	0,770	0,098	Valid
X3. 4	0,753	0,098	Valid
X3. 5	0,777	0,098	Valid

Source : Primary Data Processed, 2023

The Corrected Item-total correlation value based on the table above shows that all rcalculate results > rtable. So it can be concluded that all items of the Perceived Usefulness (X3) variable statement are considered valid.

Attitude Toward Using (Z) Validity Test

The results of the validity test for statement items related to the Attitude Toward Using (Z) variable can be seen in the following table:

Table 9. Test the Validity of Attitude Toward Using (Z)

Item	rhitung	rtabel	Description
Z1	0,802	0,098	Valid
Z2	0,802	0,098	Valid
Z3	0,769	0,098	Valid
Z 4	0,792	0,098	Valid

Source : Primary Data Processed, 2023

The Corrected Item-total correlation value based on the table above shows that all rcalculate results > rtable. So it can be concluded that all items of the Attitude Toward Using (Z) variable statement are considered valid.

***Intention To Purchase* (Y)**

The validity test results for statement items related to the Intention To Purchase (Y) variable can be seen in the following table:

Table 10. Test the validity of the intention to purchase (Y)

Item	rhitung	rtabel	Description
Y1	0,882	0,098	Valid
Y2	0,869	0,098	Valid
Y3	0,869	0,098	Valid
Y4	0,802	0,098	Valid

Source : Primary Data Processed, 2023

The Corrected Item-total correlation value based on the table above shows that all rcalculate results > rtable. So it can be concluded that all items of the Intention To Purchase (Y) variable statement are considered valid.

Reliability Test

Reliability is a tool used to test respondents' consistency with statements in questionnaires. Cronbach's alpha was used to measure the reliability of this research instrument. A statement/question item is said to be reliable if it has a Cronbach's alpha value of > 0.70 (Ghozali, 2021). The results of the reliability test can be seen as follows:

Table 11. Reliability Test

Item	Cronbach's Alpha	Description
Perceived Ese Of Use (X1)	0,795	Reliabel
Perceived Enjoyment (X2)	0,739	Reliabel
Perceived Usefulness (X3)	0,742	Reliabel
Attitude Toward Using (Z)	0,799	Reliabel
Intention To Purchase (Y)	0,878	Reliabel

Source : Primary Data Processed, 2023

From the table above, the reliability test results show that the value of Cronbach's alpha of the five variables is greater than 0.70. Thus, every statement of the five variables can be said to be reliable.

Classical Assumption Test

Classical assumptions are some requirements that must be adhered to when using linear regression procedures or path analysis. The classical assumption test in this study is divided into 3, namely the normality test, multicollinearity test and hetersokedasticity test because this study uses cross section data.

Normality Test

The normality test aims to test whether confounding variables or residual variables in the regression model are normally distributed. In this study, the Kolmogorov-Smirnov test was used for normality testing. If the normality test value is greater than alpha (> 0.05), then the data shows a normal distribution. Conversely, if the normality test value is smaller than alpha (< 0.05), then the data shows that it is not normally distributed (Ghozali, 2021).

Based on research data that has been tested, the following results can be obtained:

Table 12 Normality Test

Normality Test	*Asymp. Sig.*
Equation I	0,329
Equation II	0,401

Source : Primary Data Processed, 2023

From the Table above it can be seen that *Asymp. The resulting Sig* (*2-tailed*) for equation I is 0.329 and for equation II it is 0.401 (> 0.05). It can be concluded that the available research data are normally distributed because the significance value obtained is greater than 0.05.

Multicollinearrity Test

Based on research data that has been tested, the following results can be obtained:

Tabel 13. Multicollinearity Test (Equation I)

Variabel	Tolerance	VIF	Description
Perceived Ese Of Use (X1)	0,438	2,283	No multicollinearity
Perceived Enjoyment (X2)	0,440	2,270	No multicollinearity
Perceived Usefulness (X3)	0,333	3,002	multicollinearity

Source: Processed Primary Data, 2023

From the table above, it can be seen that the tolerance value of the variables entered in the model is greater than 0.1 and the VIF is smaller than 10, so there is no symptom of multicollinearity in the equation I model which means it meets the requirements of regression analysis.

Table 14. Multicollinearity Test (Equation II)

Variabel	Tolerance	VIF	Description
Perceived Ese Of Use (X1)	0,408	2,452	No Multicollinearity
Perceived Enjoyment (X2)	0,433	2,311	No Multicollinearity
Perceived Usefulness (X3)	0,294	3,404	No Multicollinearity
Attitude Toward Using (Z)	0,436	2,294	No Multicollinearity

Multicollinearity in the equation I model which means it meets the requirements of regression analysis.

Uji Heteroskedastisitas

Based on research data that has been tested, the following results can be obtained:

Table 15. Spearman's Rho Test (Equation I)

Correlations

			Perceived Ese Of Use	Perceived Enjoyment	Perceived Usability	Intention To Purchase	Unstandardized Residual
Spearman's rho	Perceived Ese Of Use	Correlation Coefficient	1.000	.559**	.699**	.618**	-.037
		Sig. (2-tailed)	.	.000	.000	.000	.474
		N	384	384	384	384	384
	Perceived Enjoyment	Correlation Coefficient	.559**	1.000	.677**	.512**	.016
		Sig. (2-tailed)	.000	.	.000	.000	.761
		N	384	384	384	384	384
	Perceived Usability	Correlation Coefficient	.699**	.677**	1.000	.627**	-.006
		Sig. (2-tailed)	.000	.000	.	.000	.914
		N	384	384	384	384	384
	Intention To Purchase	Correlation Coefficient	.618**	.512**	.627**	1.000	.666**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	384	384	384	384	384
	Unstandardized Residual	Correlation Coefficient	-.037	.016	-.006	.666**	1.000
		Sig. (2-tailed)	.474	.761	.914	.000	.
		N	384	384	384	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

Source: IBM SPSS 23

Based on spearman's rho test above has a 2-tailed significance value greater than 0.05. It was concluded that each variable has no symptoms of heteroscedasticity.

Table 16. Spearman's Rho Test (Equation II)

Correlations

			Perceived Ese Of Use	Perceived Enjoyment	Perceived Usability	Intention To Purchase	Attitude Toward Using	Unstandardized Residual
Spearman's rho	Perceived Ese Of Use	Correlation Coefficient	1.000	.559**	.699**	.618**	.618**	-.099
		Sig. (2-tailed)	.	.000	.000	.000	.000	.054
		N	384	384	384	384	384	384
	Perceived Enjoyment	Correlation Coefficient	.559**	1.000	.677**	.512**	.574**	-.055
		Sig. (2-tailed)	.000	.	.000	.000	.000	.283
		N	384	384	384	384	384	384
	Perceived Usability	Correlation Coefficient	.699**	.677**	1.000	.627**	.681**	-.062
		Sig. (2-tailed)	.000	.000	.	.000	.000	.229
		N	384	384	384	384	384	384
	Intention To Purchase	Correlation Coefficient	.618**	.512**	.627**	1.000	.751**	.511**
		Sig. (2-tailed)	.000	.000	.000	.	.000	.000
		N	384	384	384	384	384	384
	Attitude Toward Using	Correlation Coefficient	.618**	.574**	.681**	.751**	1.000	-.041
		Sig. (2-tailed)	.000	.000	.000	.000	.	.423
		N	384	384	384	384	384	384
	Unstandardized Residual	Correlation Coefficient	-.099	-.055	-.062	.511**	-.041	1.000
		Sig. (2-tailed)	.054	.283	.229	.000	.423	.
		N	384	384	384	384	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

Source: IBM SPSS 23

Based on spearman's rho test above has a 2-tailed significance value greater than 0.05. It was concluded that each variable had no symptoms of heteroscedasticity

Uji Kelayakan Model

Model feasibility test is used to see whether the equation model used is good or not. In this study researchers used the coefficient of determination test and F test, the results will be discussed in the sub-chapter below:

Coefficient of determination (R^2)

The coefficient of determination (^{R2}) basically measures the extent to which the model can explain the variation of the dependent variable. A small R2 value means that the ability of the independent variable to explain the dependent variable is very limited. Based on research data that has been tested, the following results can be obtained:

Table 17 . Test Coefficient of Determination (R2)

Uji R^2	Nilai R *Square*
Equation I	0,684
Equation II	0,873

Source: Processed Primary Data, 2023

The data from the analysis of the coefficient of determination (R^2) of equation I is known to be 0.684. Thus it can be explained that the variables Perceived *Ese Of Use* (X1), Perceived *Enjoyment* (X2), *Perceived Usefulness* (X3) explain the *variable Intention To Purchase* (Y) by 68.4% while the remaining 31.6% is influenced by other variables outside the model.

The data from the analysis of the coefficient of determination (R^2) of equation II is known to be 0.873. Thus it can be explained that the variables Perceived *Ese Of Use* (X1), Perceived *Enjoyment* (X2), *Perceived Usefulness* (X3), *Attitude Toward Using* (Z) explain the *variable Intention To Purchase* (Y) by 87.3% while the remaining 12.7% is influenced by other variables outside the model.

Test F

The F test is needed to determine the effect of the independent variable on the dependent variable simultaneously and to determine the accuracy of the regression model used. Model accuracy test aims to find out whether the model formulation is right or *fit*. If the sig value <0.05 then the model can be used.

Tabel 18. Uji F

Test F Equation I					
	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1777,930	3	592,643	276,995	.000[b]
Residual	813,028	380	2,140		
Total	2590,958	383			
Test F Equation II					
	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2261,698	4	565,425	650,841	.000[b]
Residual	329,260	379	0,869		
Total	2590,958	383			

Source: Processed Primary Data, 2023

Based on the F test, it is known that the significance value is 0.000 < 0.05. So it can be concluded that the selected regression model is appropriate to be used in this study or the regression model used is *fit*.

Test Hipotesis

Hypothesis testing or t test is intended to test the effect of the independent variable and the intervening variable on the dependent variable separately or partially. The test was carried out using a significance value of 0.05 or 5% if using SPSS. However, acceptance or rejection of the hypothesis can also be done with the following criteria

- If t counts > t table then H0 is rejected (H1 is accepted), or the effect of the independent variable on the dependent is significant.
- If t counts < t table then H0 is accepted (H1 is rejected), or the effect of the independent variable on the dependent is not significant.

Table 19. Test t (Equation I)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.167	.570		.293	.770
	Perceived Ese Of Use	.337	.032	.457	10.525	.000
	Perceived Enjoyment	.067	.048	.061	1.412	.159
	Perceived Usability	.317	.041	.382	7.675	.000

a. Dependent Variable: Intention To Purchase

Source: IBM SPSS 23

Based on table 19 above, the value of the variable Sig. X1 is 0.000. Using the significance limit of 0.05 it can be concluded that H a is accepted and H0 is rejected, then *the Perceived Ese Of Use* (X1) has a significant effect on the *Intention to Purchase* (Y). This means stating that the better the perceived use, the higher the purchase decision that will be made by consumers. The

significance value of the variable X_2 of 0.159 can be concluded that H_a is rejected and H_0 is accepted, so that *Perceived Enjoyment* (X2) has an insignificant effect on *Intention to Purchase* (Y). This means that the better the *Perceived Enjoyment* offered, the higher the *Intention to Purchase* that will be made by consumers.

The significance value of the variable X3 of 0.000 from this can be concluded that H a is accepted and H_0 is rejected, thus *Perceived Usefulness* has a significant effect on *Intention to Purchase* (Y). This means that the more significant the *Perceived Usefulness*, the more the Intention *to Purchase.*

Table 20. Test t (Equation II)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.892	.366		-2.436	.015
	Perceived Ese Of Use	.206	.021	.279	9.734	.000
	Perceived Enjoyment	-.029	.031	-.026	-.951	.342
	Perceived Usability	.089	.028	.108	3.194	.002
	Attitude Toward Using	.651	.028	.654	23.598	.000

a. Dependent Variable: Intention To Purchase

Source: IBM SPSS 23

Based on the table above. The value of Sig. variable X1 is 0.000 so it can be concluded that H a is accepted and H_0 is rejected, then *Perceived Ease Of Use* has a significant effect on Intention *To Purchase.* So the better the *Perceived Ease Of Use* that is built makes the *Intention to purchase* increase.

The significance value of the variable X2 of 0.342 using a significance limit of 0.05 can be concluded that H_a is rejected and H_0 is accepted, thus *Perceived Enjoyment* has no significant effect on *Intention to purchase.*

The significance value of the variable X3 of 0.002 from this can be concluded that Ha is accepted and H0 is rejected, thus *Perceived Usefulness* has a significant effect on Intention *to purchase*. The more significant the *perceived usefulness*, the more intent to purchase.

The significance value of the variable Z of 0.000 from this can be concluded that Ha is accepted and H0 is rejected, thus *Attitude toward using* has a significant effect on *Intention to purchase*. This means that if the product purchased is in accordance with behavior and pleasure and in accordance with what is imagined, the higher the *Intention to Purchase.*

The Effect of Perceived Ease Of Use On Attitude Toward Using

Based on the results of testing the research hypothesis, the effect of *Perceived Ease Of Use* on *Attitude toward using* resulted in a positive coefficient value of 10.525 and Sig of 0.000. Therefore, Sig (0.000) < Sig (0.05), there is an influence of Perceived Ease Of Use on Attitude toward using which is proven to be significant with a positive direction of influence, namely the stronger the *Perceived Ease Of Use*, the more Attitude *toward using*, which means that the stronger the ease of use *of* electric motors, the more it will increase consumer attraction towards electric motors.

This is in line with research conducted by Tyas & Darma, (2023) Empirical study on employees of the accounting and finance department of *Baitul Maal Wa Tanwil* in the Special Region of Yogyakarta and its surroundings" states that the perception of system convenience that does not significantly affect user attitudes is suspected because the company has required its

employees to use a predetermined system so that their employees can complete the work well. So *Perceive Ease Of Use* has a positive effect on *Perceived usefulness*

Reinforced by research conducted by Sidharta &; Sidh, (2022) on the Effect of *Online Shopping* Transaction Satisfaction states that trust has a significant effect on users' attitudes of online shopping consumers with the object of the population of company mailing list groups in Indonesia who are members of the online shopping system user mailing list group. shows the positive and significant influence of the variable *Perceived Ease Of Use* on consumer *attitude*. Based on this research, it can be seen that the variable *Perceived Ease Of Use* can affect *Attitude toward using*

It can be concluded that the perspective of the people of Solo Raya on the intention to buy electric motorcycles from the variable Perceived Ease Of Use to Attitude Toward Using has a significant relationship so that the results of this study the *variable Perceived Ease Of Use* has a significant effect on *Attitude Toward Using* where the perception of ease of use of electric motorcycles according to the people of Solo Raya on the behavior of using electric motorcycles can affect the intention to buy an electric motorcycle. This is evidenced by respondents who answered with an average percentage strongly agree with this hypothesis.

The Effect of Perceived Enjoyment on Attitude Toward Using

Based on the analysis of the effect of *Perceived Enjoyment* on *Attitude toward using*, a significant positive value of 1.412 was obtained. Using the gnifikansi limit of 0.05 ($\alpha = 5\%$). This means 0.159 > 0.05, so it can be interpreted that *Perceived Enjoyment* (X2) has no significant effect on *Attitude toward using*. Showing an insignificant relationship, namely the pleasure of using an electric motor, not necessarily the attitude of consumers shows towards a supportive or satisfied attitude.

This is contrary to research conducted by Widaningsih &; Sari, (2022) states that Perceived Enjoyment affects Attitude Toward Using, because the CR value is 7.143, where the value is > from the critical t value of 1.96, so hypothesis 4 in this study isproven. This means that their experience, actual process, and their enjoyment at the time of access to WEB will influence their assessment of their attitude.

But strengthened This is in line with research conducted by Tyas & Darma, (2023) Empirical study on employees of the accounting and finance department of *Baitul Maal Wa Tanwil* in the Special Region of Yogyakarta and its surroundings" states that the perception of system convenience that does not significantly affect user attitudes is suspected because the company has required its employees to use a system that has been determined so that its employees can complete their work well. So there are supporters in the results.

In this hypothesis there is an insignificant influence because in the questionnaire that we made, the average respondent answered only agreed and neutral, so it can be concluded that the perception of the people of Solo Raya in the variable of satisfaction perception shows an insignificant, because attitudes in the use of electric motorcycles may not necessarily be able to satisfy the intentions of electric motorcycle users in Solo Raya.

The Effect of Perceived Usefulness on Attitude Toward Using

Based on the results of testing the research hypothesis, the effect of *Perceived Usefulness* on *Attitude toward using* resulted in a positive coefficient value of 7.675 and Sig of 0.000. Therefore, Sig (0.000) < Sig (0.05), there is an influence of Perceived Usefulness on Attitude toward using which is proven to be significant with a positive direction of influence, namely the

stronger the *Perceived Usefulness*, the more *Attitude toward using*, which means that the more ease of use in the use of electric motors, it will show consumer interest in electric motorcycles.

This is in line with research conducted by Prayogo., et al, (2021) stated that when perceived usefulness increases, it can increase consumer attitude. Thus, based on the existing results prove that the first hypothesis of perceived usefulness has a positive and significant effect on consumer attitude in the dealjava application is accepted. So that the first hypothesis *of perceived usefulness* has a positive and significant effect on *consumer attitude* in the dealjava application.

Continued with research from Setyawati, (2020) stated that with the benefits offered in the gopay system, using gopay can make it easier to make transactions and payments made so that it makes users believe that using gopay is a good idea in the gojek payment system *Perceived Usefullness* has a positive and significant influence on *Atittude Towards Using.*

In research that has been done, significant results were obtained between usability variables on the behavior of using electric motors. In respondents, the people of Solo Raya have a perception with the average results, respondents strongly agree with the hypotheses listed above so that conclusions can be drawn. If the people of Solo Raya agree if the attitude in use can affect the use or function of electric motors.

The Effect of Perceived Ease Of Use On Intention To Purchase

Based on the results of testing the research hypothesis, the effect of *Perceived Ease Of Use* on *Intention to purchase* resulted in a positive coefficient value of 0.032 and Sig of 0.000. Therefore, Sig (0.000) < Sig (0.05), there is an influence of Perceived Ease Of Use on *Intention to purchase* which is proven to be significant, namely with the *Perceived Ease Of Use*, results will be obtained if the ease obtained from riding an automatic electric motor will increase the intention to buy an electric motorcycle.

This is reinforced by research conducted by Chandra & Santoso, (2022) This study states that someone will continue to use the application if they feel comfortable when using the application. So that the meaning that can be given is that someone's desire to use the application will not affect without the comfort felt from using the application. This study shows that *perceived ease of* use affects behavioral *intention to use* inSOCObySociolla application. In Oetario (2022) research entitled "The Effect *of Usefulness, Ease Of Use*, Risk On *Intention To Buy Online Patisserie* Through Social Media-Based *Consumer Attitude* In Surabaya" stated that this positive influence shows that respondents will have the *intention to buy online.*

Reinforced by a study entitled "*The Impact of Perceived Usefulness and Perceived Ease-of-Use toward Repurchase Intention in the Indonesian E-Commerce Industry*" by Wilson, (2019) states that *Perceived Ease Of Use* has a significant effect on *Intention To Purchase.*

From the research that has been done, it can be seen that the average respondent of the Solo Raya community concluded that the variable perception of convenience can affect the interest in buying an electric motorbike because in the use of electric motorcycles, ease of use is one of the benefits that are highly expected by electric motorcycle users.

The Effect of Perceived Enjoyment on Intention to Purchase

Based on the results of testing the research hypothesis, the effect of *Perceived Enjoyment* on *Intention to purchase* resulted in a negative coefficient value of -0.026 and Sig of 0.342. Therefore, Sig (0.342) > Sig (0.05), there is an influence of Perceived Ease Of Use on *Intention to purchase* which proves significant with an insignificant direction of influence, namely with the *Perceived Ease Of Use*, results will be obtained if the ease obtained from riding an electric motorbike does not necessarily increase the intention to buy an electric motorcycle.

In riding an electric motorcycle, everyone has their own impressions and perceptions. Because many of them are more comfortable and impressed when using antiques such as motorbikes or dauhulu-era transportation. So this is a supporter that the satisfaction or enjoyment felt by electric motorcycle users does not have a significant effect on the intention to buy the product.

This is contrary to research conducted by research from Gianto (2020) entitled "The Effect of *Perceived Enjoyment* on *Continuous Use* Intention and *Purchase Intention for Virtual Goods* in the PUBG Mobile *Game* Among Petra Christian University Students" stating that the results were obtained that there was an influence between *perceived enjoyment* variables and *purchase intention for virtual goods.* So that the satisfaction of PUBG Mobile players among students increased, so H5 was rejected.

From the research that has been done, it can be concluded that the effect of use satisfaction does not show significant results because of the 384 respondents on average do not agree with the assumptions or hypotheses listed. So that it produces an insignificant influence because satisfaction in the use of electric motors can also be enjoyed by users of classic motorcycles that seem antic compared to using electric-powered motorcycles which can be concluded that satisfaction with use has no effect on the intention to buy electric motorcycles by the people of Solo Raya.

The Effect of Perceived Usefulness on Intention to Purchase

Based on the results of testing the research hypothesis, the effect of Perceived Usefulness on Intention to purchase resulted in a positive coefficient value of 3.194 and Sig of 0.002. Therefore, Sig (0.002) < Sig (0.05), there is an influence of Perceived Usefulness on Intention to purchase which is proven to be significant with a positive direction of influence, namely with the Perceived Usefulness or maximum usability in accordance with what is experienced by consumers, the higher the satisfaction in the intention to buy electric motors. In the fairness of the study, we can conclude that the perception of usefulness in electric power motors is more useful for daily needs and transportation, so it can be ascertained in terms of usefulness that electric motors have more advanced features so that it is proven that H6 is accepted Reinforced by research conducted by Chandra & Santoso, (2022) entitled "The Effect of Perceived Usefulness and Perceived *Ease Of* Use on People's *Purchase* Intention in Buying Beauty Products through *Behavioral Intention To Use* on the Socobysociolla Application" states that *Perceived usefulness* affects *purchase intention* people in buying beauty products through *behavioral intention to use* on the SOCObySociolla application.

From the research data obtained the variable of usefulness or function of the electric motorbike according to the people of Solo Raya is very significant, because many functions and features are not obtained from other motorcycles. So it can be concluded that the more sophisticated the function or usefulness of the electric motorbike will be able to affect the perspective of the intention to purchase an electric motorbike by the people of Solo Raya.

The Effect of *Perceived Usefulness on Intention to Purchase*

Based on the results of testing the hypothesis of Attitude toward Using towards Intention To Purchase resulted in a positive coefficient value of 23.598 and Sig of 0.000. Therefore, Sig (0.000) < Sig (0.05), there is an Attitude toward Using towards Intention To Purchase which is proven to be significant with a positive direction of influence, namely the higher the Attitude toward Using carried out by those who have the intention to buy an electric motorcycle, the higher the intensity of purchasing an electric motorbike that occurs.

In line with research conducted by Kurniawan &; Sahetapy, (2021) states that attitudes can affect purchase intentions positively and significantly. Coupled with research from Purwantini &; Tripalupi, (2021) which states that there is an influence on attitudes to partial purchase intentions. This shows that there is an influence on someone's behavior in buying a product.

This means that it can be concluded that Attitude Toward Using on the buying interest of the people of Solo Raya towards electric motorcycles is dominated by useful indicators on the questions studied in this study, most respondents feel that using an electric motor will be free of noise from machines that can interfere with hearing. So that it can be concluded that the attitude or attitude of electric motorbike users can affect the intention to buy electric motorcycles by the people of Solo Raya.

CONCLUSION

This study aims to determine the Effect of Perceived Ease Of Use, Perceived Enjoyment, and Perceived Usefulness on Intention To Purchase mediated by Attitude Toward Using on the purchase intention of electric motorcycles of the people of Solo Raya Based on the research that has been conducted and the data that has been processed, several results can be concluded as follows:

5.1.1 *Perceived Ease Of Use* secara parsial berpengaruh signifikan terhadap *Attitude toward using*
5.1.2 *Perceived Enjoyment* tidak berpengaruh signifikan terhadap *Attitude toward using*
5.1.3 *Perceived Usefulness* secara parsial berpengaruh signifikan terhadap *Attitude toward using*
5.1.4 *Perceived Ease Of Use* secara parsial berpengaruh signifikan terhadap *Intention to purchase*
5.1.5 *Perceived Enjoyment* tidak berpengaruh signifikan terhadap *Intention to purchase*
5.1.6 *Perceived Usefulness* secara parsial berpengaruh signifikan terhadap *Intenttion to purchase*
5.1.7 *Attitude toward using* berpengaruh signifikan terhadap *Intention to purchase*

In this research people of Soloraya welcome the use of electric motorbikes because they are considered environmentally friendly. The use of electric motorbikes can reduce air pollution because they do not produce exhaust emissions, unlike fossil fuel-powered motor vehicles. This is especially relevant in big cities that have problems with air pollution and congestion. Electric motorbikes are known to be more efficient in terms of operational costs. Their use tends to be cheaper because maintenance and electricity costs are lower compared to gasoline motorbikes. This can be a positive factor for those who want to save on long-term expenses. However, the purchase price of an electric motorbike is still considered relatively expensive, although there have been developments in terms of subsidies and incentives from the government, but there is a major obstacle faced by the community, namely the lack of adequate charging infrastructure. In many places, charging stations are still limited, which can interfere with the comfort of electric motorbike riders. Some people may hesitate to switch because they are worried about running out of power on the road.

Some people Soloraya are still concerned about the more limited range of electric motorbikes compared to conventional motorbikes that use gasoline. Although there have been developments in battery technology, limited range is sometimes a major concern, especially for those who need a vehicle for long trips. For some people, electric motorbikes are still considered a new technology and they may feel less confident in the durability and reliability of electric

motorbikes. Many people are more comfortable with gasoline-powered motorbikes that have been proven and are familiar to them. Governments in many countries, including Indonesia, provide various incentives to encourage the use of electric motorbikes, such as purchase subsidies, tax breaks, and other facilities. This plays an important role in changing people's views, especially those who prioritize economic factors in their decisions to buy vehicles.

In some areas, the use of fossil fuel vehicles such as gasoline engines has become part of everyday culture. Therefore, the transition to electric motorbikes may take longer due to ingrained habits and social factors. Some people think that electric motorbikes are less powerful or not as fast as gasoline engines. In fact, several models of electric motorbikes are now equipped with good performance and comfort that is not inferior to fossil fuel motorbikes. Overall, despite challenges related to price and infrastructure, more and more people are starting to be open to electric motorbikes, especially with the increasing awareness of the importance of protecting the environment and energy efficiency

Suggestion

5.1.8 Electric motor companies or any motor company that plans to issue electric motors can use the answers of respondents in this study as evaluation and motivation material for the progress of electric motor sales in the future.

5.1.9 In the next study, it is expected to develop this research by adding other variables and more broadly in determining the number of respondents and specific related respondent criteria.

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