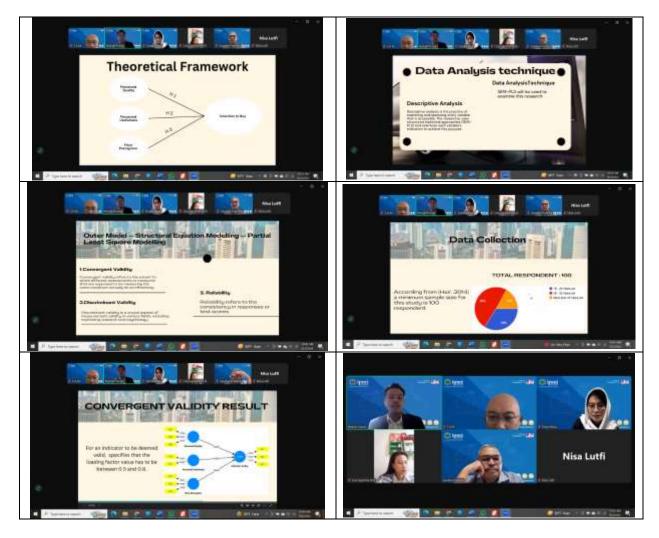
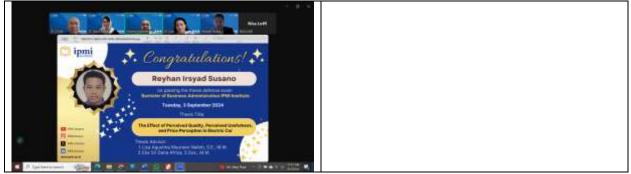


Event	:	Thesis Defense - BBA
Date	:	Tuesday, September 2, 2024 at 10:30 AM
Student	:	Reyhand Irsyad Susano (NIM # 20111024)
Title	:	The Effect of Perceived Quality, Perceived Usefulness and Price Perception in Electric Car
Thesis Advisor(s)	:	Liza AM Nelloh, MM, CDM & Eka Sri Dana Afriza, MM
Examiners	:	Ir. Sasotya Pratama, MTE & Dr. Samuel PD Anantadjaya







## Comments;

- 1. In your abstract, it says that the "research addresses the challenges associated with **EV adoption** limited charging infrastructure & public awareness"
  - a. EV adoption is like *digital adoption* (embracing, implementing, and using technology to its fullest extent and for its intended purpose), vs technology adoption (innovators, early adopters, early majority, late majority, laggards)
  - b. Digital adoption is a part of digital transformation since organizations must also change culture, work in process, business practices/models, customer experience etc, what do you have to say in regards to that?
  - c. In regards to the **technology acceptance model (TAM)** usually is referring to **perceived usefulness** and **perceived ease of use** because it is an informational theory and they must accept/use the technology. **Why did you eliminate the perceived ease of use**?
- 2. In literature studies, you are using perceived quality, perceived usefulness & price perception and then **price perception** deals with technologies, **battery efficiency** and environmental impact.
  - a. Where did you **analyze the battery efficiency** for electric cars?
  - b. Is it difference from IB 1 that says "I considered buying electric cars because of battery consumption"?
- 3. You do have some questionnaire as the perceived quality, perceived usefulness, price perception and intention to buy. However, there is just 1 note though that there was a selected questionnaire "**using an EV everyday if the right choice**" is **no longer existed in analysis of chapter 4**. Can you please tell me the reason why? What did you do to explain this phenomenon?



-	and a second		-B(1)		
No.	Variable	Industors	Mean	Blandarif Deviation	
	Perceived	PUT The ser power that can be left isstantly.	4.390	6779	According to the table, the highest indicator is 4.610 and the lowest is 4.390
2	Uneffahrings	PU 2: Using an electric car can be very friendly to the electroment.	450	0.720	the lowest is 4,390

- 4. Your sample shows
  - a. **age** (18-25 years old = 34 respondents, 25-35 years old = 49 respondents, more than 35 years old = 17 respondents), **are these people directly involved in making sure that the EV is purchased**?
  - b. Gender (female = 35, male = 64) are these people directly involved in decision making toward EV in their families?
  - c. Occupation (student = 21 respondents) are these students directly involve in making decision toward EV in the families?
- 5.  $R^2 = 43.5\%$ ? What are the differences between  $R^2$  and  $R^2$  adjusted?
- 6. The use of perceived usefulness is a **positive correlation** on the intention to buy, but **no significant impact** on intention to buy. Therefore, you are going to be indifferent in this hypothesis.

4.3.3.2 The Effect of Perceived Usefulness on Intention to Buy

The second hypothesis of this study states that Perceived Usefulness (PU) has a significant influence on Intention to Buy (IB). Firstly, it was discovered through hypothesis testing that with a positive original sample (O) of 0.252, Perceived Usefulness (PU) is indicated as positive correlation with Intention to Buy (IB). Secondly, this hypothesis scored a T-Statistics value of 1.825, is indicated as not significant because it is under 1.96 of the hypothesis. Lastly, the P-Value of this hypothesis is 0.034, which is indicating not supported because it is above 0.005. Thus, the second hypothesis is rejected as it is proven by this study that PU has no significant impact on consumers Intention to Buy (IB).

a. This fact is different from your conclusion which says "perceived usefulness has significantly influenced intention to buy. Therefore, the second hypothesis of this study is acceptable



define the purpose of the research, such as a one-tailed approach and questions taken from March 26 to July 20, find the appropriate research method model, data collection and data analysis to test the hypothesis through SmartPLS.

The purpose of this study is to analyse the influencing factors of EV's intentional behaviour in Jakarta has found the following results:

- Perceived Quality positively and significantly influences Intention to Buy. Therefore, the first hypothesis of this study is acceptable.
- Perceived Usefulness has significantly influenced Intention to Buy. Therefore, the second hypothesis of this study is acceptable
- Price Perception positively and significantly influences Intention to Buy. Therefore, The last hypothesis of this study is acceptable.

## 5.2 Implication