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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

The figure consists of six screenshots from a Zoom meeting, arranged in a 3x2 grid. Each screenshot shows a slide from a presentation, with a Zoom interface at the top and bottom. The slides are:

- Slide 1: Theoretical Framework** - A conceptual model diagram showing three boxes on the left: "Perceived Quality", "Perceived Usefulness", and "Price Perception". Arrows point from each to a central box "Intention to Buy". The arrows are labeled with $H1$, $H2$, and $H3$ respectively.
- Slide 2: Data Analysis technique** - A slide titled "Data Analysis technique" with a sub-heading "Descriptive Analysis". It states "SPSS-PLS will be used to analyze this research".
- Slide 3: Outer Model - Structural Equation Modeling - Partial Least Square Modelling** - A slide with three sections: "1. Convergent Validity", "2. Discriminant Validity", and "3. Reliability".
- Slide 4: Data Collection** - A slide titled "Data Collection" with a pie chart and text: "TOTAL RESPONDENT: 100". It also states "According from (Hair, 2014) a minimum sample size for this study is 100 respondents".
- Slide 5: CONVERGENT VALIDITY RESULT** - A slide with a path diagram and text: "For an indicator to be deemed valid, specifies that the loading factor value has to be between 0.5 and 0.8".
- Slide 6: Zoom Meeting View** - A screenshot of the Zoom meeting interface showing several participants in a grid. One participant's name, "Nisa Lutfi", is visible.



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No	Variable	Indicators	Mean	Standard Deviation
1	Perceived Usefulness	PU 1: The car power that can be felt instantly.	4.390	0.773
2		PU 2: Using an electric car can be very friendly to the environment.	4.610	0.720

According to the table, the highest indicator is 4.610 and 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



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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:

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

5.2 Implication

7.