

***The Influence Of Price, Technology, And Product Quality On Purchase
Intention Electric Motorbikes In South Tangerang***

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Abstract

This study aims to determine, analyze, and prove the effect of price, technology, and product quality on buying interest in electric motors in the South Tangerang area. The population in this study are people who live in South Tangerang and have an interest in buying an electric motorbike. The sample used in this study amounted to 100 respondents who were selected using purposive sampling method with non-probability sampling technique. The approach used is a quantitative approach, where data is collected through online questionnaires using google forms distributed through social media. The data analysis technique in this study uses descriptive and inferential analysis with the help of SmartPLS 4.0 software through the Partial Least Square (PLS) method. The results of the analysis show that: (1) price has a significant influence on buying interest in electric motorbikes, (2) technology has a significant influence on buying interest in electric motorbikes, and (3) product quality has a significant influence on buying interest in electric motorbikes. The results of this study are expected to provide input for electric motorcycle manufacturers in designing marketing strategies that are more effective and in accordance with market needs.

Keywords: *Price, Technology, Product Quality, Purchase Intention, Electric Motorcycle*

Pengaruh Harga, Teknologi, dan Kualitas Produk Terhadap Minat Beli Motor Listrik Di Tangerang Selatan

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Abstrak

Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh harga, teknologi, dan kualitas produk terhadap minat beli motor listrik di wilayah Tangerang Selatan. Populasi dalam penelitian ini adalah masyarakat yang berdomisili di Tangerang Selatan dan memiliki minat untuk membeli motor listrik. Sampel yang digunakan dalam penelitian ini berjumlah 100 responden yang dipilih menggunakan metode *purposive sampling* dengan teknik *non-probability sampling*. Pendekatan yang digunakan adalah pendekatan kuantitatif, di mana data dikumpulkan melalui kuesioner online menggunakan *google form* yang disebarakan melalui media sosial. Teknik analisis data dalam penelitian ini menggunakan analisis deskriptif dan inferensial dengan bantuan software SmartPLS 4.0 melalui metode *Partial Least Square (PLS)*. Hasil analisis menunjukkan bahwa: (1) harga memiliki pengaruh signifikan terhadap minat beli motor listrik, (2) teknologi memiliki pengaruh signifikan terhadap minat beli motor listrik, dan (3) kualitas produk memiliki pengaruh signifikan terhadap minat beli motor listrik. Hasil penelitian ini diharapkan dapat memberikan masukan bagi produsen motor listrik dalam merancang strategi pemasaran yang lebih efektif dan sesuai dengan kebutuhan pasar.

Kata Kunci: Harga, Teknologi, Kualitas Produk, Minat Beli, Motor Listrik