

ABSTRAK

Sebagai negara dengan penduduk terbanyak keempat di dunia, kepadatan penduduk Indonesia yang jumlahnya semakin meningkat setiap tahunnya menjadi salah satu faktor pendorong akan emisi yang dihasilkan, salah satunya adalah emisi gas rumah kaca melalui konsumsi energi. Konsumsi energi terbanyak di Indonesia didapatkan melalui hasil konsumsi energi di sektor rumah tangga. Dalam mengatasi penumpukan emisi yang ditimbulkan, pemerintah Indonesia memiliki lima prinsip utama untuk mewujudkan *Net Zero Emission*. Salah satunya adalah dengan meningkatkan manfaat pada listrik rumah tangga dan meluncurkan label resmi untuk menandakan produk yang sesuai standar efisiensi energi yang dimiliki oleh pemerintah yaitu Label Tanda Hemat Energi.

Penelitian ini mengkaji tentang apakah kebijakan pemerintah memiliki pengaruh bagi intensi pembelian masyarakat Jawa Barat terhadap Produk Hemat Energi. Aspek yang diteliti meliputi intensitas pembelian masyarakat Jawa Barat terhadap Produk Hemat Energi yang menjadi fokus utama pemerintah yakni AC (*Air Conditioner*), penanak nasi (*rice cooker*), lemari pendingin, kipas angin dan lampu LED (*light-emitting diode*).

Metode kuantitatif dengan tipe penelitian deskriptif dan kausal digunakan di penelitian ini, dengan *non-probability sampling* metode *purposive sampling* sebanyak 100 sampel yang merupakan Pelanggan PLN UID Jawa Barat. *Partial Least Square Structural Equation Modeling* (PLS-SEM) digunakan untuk analisis data di penelitian ini.

Hasilnya menyimpulkan bahwa sub-variabel dalam *Government Policy* yakni *Price Factors*, *Economic Benefits*, dan *Environmental Awareness* berpengaruh signifikan terhadap *Purchase Intention*, sedangkan sub-variabel *Government Policy* lainnya yakni *Policy and Propaganda*, *Social Interaction*, *Past Purchase Experience*, *Product Cognition*, *Gender*, *Age*, *Education* dan *Income* pengaruhnya tidak signifikan. Hasil dari penelitian ini diharapkan dapat bermanfaat untuk dijadikan evaluasi bagi Pemerintah Jawa Barat terkait kebijakan yang dibuat dan pengaruhnya terhadap pembelian Produk Hemat Energi dalam mewujudkan tujuan jangka panjang negara, yaitu *Net Zero Emission* di tahun 2060 dan upaya dalam pemanfaatan listrik rumah tangga dan industri.

Kata kunci : intensi pembelian, Produk Hemat Energi, *net zero emission*, kebijakan pemerintah, label tanda hemat energi, produk rumah tangga

ABSTRACT

As the fourth most populous nation globally, Indonesia experiences a growing population density that contributes to increasing emissions, including greenhouse gas emissions resulting from energy consumption. The household sector accounts for the highest energy consumption in Indonesia. To address the accumulation of emissions, the Indonesian government has established five key principles to achieve Net Zero Emission. One approach involves enhancing the advantages of household electricity and introducing an official labeling system to identify products that meet the government's energy-saving standards, known as the Energy Saving Mark Label.

This study aims to explore the impact of government policies on the purchasing intentions of the residents of West Java regarding energy-efficient products. The specific focus of the investigation is on the purchasing behavior of the West Java population towards government-targeted energy-efficient products, such as air conditioners, rice cookers, refrigerators, fans, and LED lamps (light-emitting diodes).

The research methodology employed in this study is a quantitative approach that combines descriptive and causal research types. The sampling technique utilized is non-probability sampling, specifically purposive sampling, with a total of 100 respondents selected from PLN UID West Java Customers. Data collection was conducted through the use of a questionnaire employing an ordinal scale. The data analysis technique employed in this study is Partial Least Square Structural Equation Modeling (PLS-SEM).

The findings of this study demonstrate that certain sub-variables of Government Policy, namely Price Factors, Economic Benefits, and Environmental Awareness, have a significant impact on Purchase Intention. However, the remaining sub-variables of Government Policy, including Policy and Propaganda, Social Interaction, Past Purchase Experience, Product Cognition, Gender, Age, Education, and Income, do not significantly influence Purchase Intention. These results can serve as valuable feedback for the Government of West Java, enabling them to evaluate the effectiveness of their policies and their impact on promoting the purchase of energy-efficient products. Such evaluations are crucial for realizing the country's long-term objectives, such as achieving Net Zero Emission by 2060 and effectively utilizing household and industrial electricity.

Keyword: purchase intention, energy saving appliance, Net Zero Emission, government policy, energy saving sign label, home appliances