ABSTRACT

SATISFACTION ANALYSIS BASED ON ELECTRIC CAR USER CLASS SEGMENTATION

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Electric vehicle development in Indonesia has shown notable progress, driven by government policies and increasing public awareness of environmental issues. This study aims to identify the factors that influence user preferences and satisfaction levels with electric vehicles by applying the Kano Model approach. Data were collected through questionnaires distributed to electric vehicle users in South Tangerang and analyzed using IBM SPSS software along with the Kano method. The results reveal that the majority of respondents are young male users with middle-income levels, who primarily purchase electric vehicles for daily use at relatively affordable prices. The Kano Cartesian diagram shows that user satisfaction is at a fairly good level, with most attributes falling into the Attractive quadrant and one attribute in the One-Dimensional quadrant, both of which contribute positively to satisfaction. Attributes such as battery consumption, driving quietness, and purchase costs are categorized as Must-Be, indicating that their presence is essential to avoid dissatisfaction. Meanwhile, attributes like trunk capacity and cabin size fall under the Indifferent category, reflecting a low influence on satisfaction. Overall, users feel reasonably satisfied with the features and services offered, although several aspects still need improvement. Furthermore, the Chi-square test results indicate that electric vehicle market segmentation does not have a significant impact on user satisfaction.

Keywords*: Electric Vehicle, Emissions, User Satisfaction, Kano Model, Transportations*

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