



Measurement of Sharing Economy Intention of Bicycle Rent by Students

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Abstract

Based on the experiences and views of consumers using bicycle rental services in Thailand (Amazing Bangkok Cyclist - ABC), this research seeks to explore experiential motivation, customer contentment, and the likelihood of renting again. This study aims to: (a) examine the current use of ABC in colleges in Bangkok, (b) analyze the relationship between experiential motivation, customer satisfaction, and the intent to rent again among ABC users within Bangkok colleges; (c) investigate if experiential motivation, customer satisfaction, and the intention to rent again of ABC users in Bangkok colleges significantly influence one another. In this research, a survey using a questionnaire was carried out. The items were ABC users located on the campus in Bangkok. Statistical analysis was conducted using descriptive analysis, Independent Sample t-test, and Regression Analysis. All findings were evaluated using SPSS statistical software. The findings indicated that: Most ABC users were new students who exercised regularly (approximately one to two times weekly). Most students utilized ABC fewer than 2 times monthly and typically spent under 4 hours biking as a means of short-distance transport. Ultimately, regression analysis was conducted and showed that a significant relationship exists between experiential motivation, customer satisfaction, and the intention to rent again. Consequently, the greater the satisfaction level after cycling, the stronger the motivation to rent again. Ultimately, suggestions were put forward for enhancements in the future.

Keyword: Sharing Economy Intention, Experiential Motivation, Customer Satisfaction, Intention.

1. Introduction

Amazing Bangkok Cyclist emerged as a response to the growing awareness of the importance of environmentally friendly transportation and a healthy lifestyle amidst the dense urban activities in Bangkok (Edelman, 2022); (Sintusingha, 2011). As a metropolitan city that is often hit by traffic jams and air pollution, Bangkok has begun to encourage cycling as a sustainable transportation alternative. This community not only promotes cycling to reduce carbon footprints, but also becomes a place for cycling enthusiasts to explore the unique sides of Bangkok, from cultural, culinary, to historical aspects, which are often missed when using motorized vehicles. With regular activities such as city cycling tours and bike-to-work campaigns, Amazing Bangkok Cyclist seeks to inspire city residents to switch to healthier modes of transportation while strengthening social bonds between members. The idea of the sharing economy has been highlighted in recent years regarding lodging, transport, and lifestyle, with the redistribution of resources, where leftover resources are given back to consumers, forming a new business model (Bastone et al., 2024); (Boons & Bocken, 2018); (Demailly & Novel, 2014).

Amazing Bangkok Cyclist (ABC) truly implements the principle of sharing economy by transforming bicycles from mere personal transportation into shared assets that can be utilized collectively by Bangkok students. Through a community-based bicycle lending system and organizing group cycling tours, this community enables students - who generally have limited budgets - to access environmentally friendly transportation without having to buy their own bicycles. This model not only reduces the economic burden on individuals but also minimizes waste of resources, because one bicycle can serve many users in turn. The presence of Amazing Bangkok Cyclist creates a sharing ecosystem that strengthens the values of collaboration and sustainability in the campus environment (Mansor et al., 2023); (Sengers, 2017). In addition to providing access to affordable transportation, this community builds a social interaction platform through activities such as bicycle maintenance workshops and thematic cycling routes connecting various campuses in



Bangkok. This collaborative consumption pattern not only saves costs, but also forms environmental awareness among young urban generations about the importance of reducing carbon emissions and traffic congestion (Hamari et al., 2016); (Sposato et al., 2017).

In recent times, referred to as the sharing economy model, this trend has also emerged on university campuses (Nikitina, 2019); (Revinova et al., 2020); (Shaheen & Chan, 2016). Consequently, the aim of this research is to comprehend the idea of bicycle sharing via renewable energy. Besides assessing the actual utilization of ABC, students' willingness to rent again can be directly influenced by their satisfaction with the service. Consequently, this study seeks to examine the acceptance and satisfaction levels of users of shared bicycles. By developing a model focused on motivation and user experience satisfaction, this research examines the elements and the extent to which they impact customer satisfaction. Alongside the impact of external environmental factors and individual user characteristics, this research aims to grasp the extent and origins of customer satisfaction, examine the causes of dissatisfaction, propose enhancement suggestions, and subsequently offer relevant recommendations for governing bodies and operational entities.

2. The Art Of Research

A. Sharing Economy

In recent times, the idea of the sharing economy has quickly proliferated among numerous start-ups (Cohen & Muñoz, 2016). In a personal commentary report released by the Business, Innovation and Skills Department, British venture capital and share economist Woskrow (2014) characterizes the sharing economy as an online platform that facilitates the sharing of assets, resources, time, and skills among individuals. Markman et al. (2021) a prominent thinker on the sharing economy, describes it as an economic framework centered on underutilized assets, including space, technology, or tools, which generate financial or non-financial advantages. In conclusion, the sharing economy establishes a new financial avenue while addressing the issues of resource scarcity or excess (Hira & Reilly, 2017). As a result, numerous nations and municipalities start to focus on the sharing economy and proactively plan its development

B. Experiential Motivation

Experience is an occurrence that impacts all those involved uniquely and creates a positive sensation in awareness when a person attains a specific level of emotion, physical power, intelligence, and even spirit (Bryant & Veroff, 2017). Thus, the business now focuses not only on delivering products or services but on creating an unparalleled experience filled with emotional resonance, leaving customers with unforgettable pleasurable memories (Mehra & Kansra, 2024). International researchers (e.g. Datta & Vasantha, 2013; Tran & Nguyen, 2022) likewise assert that the significance of experience impacts satisfaction. In summary, motivation acts as the driving force that allows individuals to sustain both physical and mental efforts over extended periods; it is the process through which external actions emerge in response to demands, enabling those actions to satisfy the requirements of those demands. According to Cheng's (2011) theory, this research categorizes the motivations of cycling enthusiasts engaging in leisure activities into four dimensions: "health and fitness," "social interaction and development," "physical and mental relaxation," and "quality of life".

C. Customer Satisfaction

Satisfaction signifies that the goods and services offered by the company enable customers to build trust and confidence in the business (Chang et al., 2013). Satisfaction is acknowledged by numerous researchers as an evaluation of the customer's experience with a specific product or service, enabling a company to gauge customer satisfaction regarding the product (Herrmann et al., 2000); (McColl-Kennedy & Schneider, 2000). This research employs customer satisfaction to analyze the genuine feelings and views of users regarding ABC rent bike. According to Cheng's theory (2011), this research categorizes customer satisfaction into four aspects: "health and relaxation," "self-affirmation," "good environment," and "social learning".

D. Re-rent Intention

Chung (2014) demonstrates that fostering the intention to repurchase can be achieved by increasing customer awareness of the product and bolstering trust, satisfaction, and overall experience with it (Li & Jee, 2024); (Rane, 2023). Wu & Lin (2022) research indicates that trust significantly influences the willingness to return. In conclusion, a relationship exists between satisfaction and the intention to re-rent. As consumer satisfaction increases, the intention to re-rent is likely to improve

3. Method

A. Research Object

This study examines the application of the sharing economy model through the Amazing Bangkok Cyclist community as the main object, focusing on the mechanism of bicycle sharing and its impact on the mobility patterns of students in Bangkok. This research object was chosen as a case study to understand how the principles of the sharing economy can be operationalized in the context of sustainable urban transportation, especially among the younger generation.

B. Research Tools

The analysis method used in this study is mainly questionnaire survey with online method which was conducted from March to July in 2023. A total of 360 questionnaires were sent out, with a total of 351 valid questionnaires. The effective recovery rate was approximately 97%. The structure of this questionnaire was divided into four facets: basic information, experiential motivation, customer satisfaction, and re-rent intention. The first facet "basic information" is mainly the basic data of the respondents. On the other hand, Five-Point Likert-type Scale is used as scoring method for the "experiential motivation, customer satisfaction, and re-rent intention" facets. According to the degree of consent, 1 to 5 points are scored: "5 points" stands for "Highly agree" and "1 point" stands for "Strongly disagree".

C. Data Analysis

The reliability test conducted in this study refers to the Cronbach Alpha measure with the provision that if the value of α is higher, it means that the measurement result of each item in the scale becomes more and more tend to internal consistency, that is, the higher the reliability of the scale. Furthermore, for the validity of the data using the author's previous abilities and experiences and to compile research questions referring to several previous studies (eg: Ting, 2014 & Huang, 2015). Finally, once the questionnaires were gathered, they were initially organized, and the invalid ones were discarded. The analysis and processing were conducted using the SPSS12.0 statistical software. In this study, the statistical tests employed included Descriptive Analysis, Reliability Analysis, Independent-Sample t test and Regression Analysis.

4. Result

A. Demographic Sample

The demographic description of the research sample has several explanations, namely: gender, exercise habits, number of bicycle uses in a week, duration of bicycle use each day and purpose of using a bicycle. Table 1 below will explain the appearance of these demographics.

Table 1. Demographic Description of Research Sample

Information	Frequency	Percent
a. Gender		
Man	215	62.3
Woman	136	37.7
b. Exercise Habits		
Without regular Habits	131	37.3
1-2 day a week	146	41.6
> 3 day a week	74	21.1
c. Usage Frequency		
> 3 times for a week	36	10.3
1-2 times for a week	51	14.5
< 4 times for a month	264	75.2
d. Usage Duration		



0-4 hours	327	93.2
> 4 hours	24	6.8
e. Purpose		
School	65	18.5
Short distance transportation	241	68.7
Recreation and sightseeing	41	11.7
Others	4	1.1

The explanation in table 1 shows that the majority of the samples are men totaling 215 with a percentage of 62.3%, followed by 1-2 days per week as exercise habits for bicycle users totaling 146 with a percentage of 41.6%, then for the largest number of bicycle use is more than 4 times a month totaling 264 with a percentage of 75.2%, then the sample uses bicycles routinely with a duration of 0-4 hours totaling 327 with a percentage of 93.2%. Furthermore, the last purpose of the most bicycle use is as a medium of short-distance transportation with a total of 241 or 68.7%.

B. Reliability Analysis Test

The findings from the reliability analysis indicate that the Cronbach's α value for each dimension of the questionnaire is greater than 0.7 signifying strong reliability. The results shown in Table 2 explain that all variables used in this study are valid and pass for further analysis.

Table 2. Reliability Test Analysis Results

Variable Construct	Cronbach' α
Experiential Motivation	0.961
Consumer Satisfaction	0.921
Re-rent Intention	0.884

C. Variance Analysis of Demographic Variables Construct

- Analysis of consumer gender using an Independent-Sample t test regarding different aspects of experiential motivation

A t-test is performed to examine the assumed relationships between consumer gender and different aspects of experiential motivation. It was discovered that, at the $\alpha = 0.05$ level, merely two aspects are significant. Thus, the null hypotheses should be accepted since, despite a minor difference in the average values of male and female consumers, there is no significant connection between the experiential motivation regarding "boost self-confidence" and "gain a sense of achievement" in relation to gender.

Table 3. Analysis of consumer satisfaction across different aspects based on consumer gender using Independent-Sample t test

Impact	Mean		F-value	Sig
	Man	Woman		
Boost self-confidence	3.91	2.41	0.006	0.011
Get a sense of achievement	3.86	3.21	0.002	0.029

The results shown in table 3 for the aspect of consumer satisfaction between men and women have significant values for both Boost self-confidence and Get a sense of achievement.

- Analysis of consumer satisfaction facets based on consumer gender using an Independent-Sample t test

The t-test is performed to examine the proposed connections between consumer gender and different aspects of customer satisfaction. It is determined that, at the $\alpha = 0.05$ level, five aspects are significant. Thus, the null hypotheses should be accepted indicating that there is no significant connection between consumer satisfaction on "full of confidence," "help to relax," "opportunity to try new things," "self-affirmation," and "self-realization" concerning gender.

Table 4. Analysis of consumer gender effects on different aspects of consumer satisfaction through Independent-Sample t test

Impact	Mean		F-value	Sig
	Man	Woman		
Full of confidence	3.41	2.41	1.246	0.001
Help to relax	3.73	3.49	5.452	0.000
Opportunity to try new things	3.31	3.11	0.026	0.038
Self-affirmation	3.23	3.37	0.832	0.011
Self-realization	3.63	3.01	0.402	0.039

The results shown in Table 4 for the influence of consumer gender on various aspects of satisfaction have significant values for the measures of full of confidence, help to relax, opportunity to try new things, self-affirmation and self-realization.

- Independent-Sample t test analysis of consumer gender on various facets of re-rent intention.

A t-test is performed to examine the hypotheses regarding the connections between consumer gender and different aspects of consumer satisfaction. It is observed that, at the significance level of $\alpha=.05$, none of the four dimensions are significant. Consequently, the null hypotheses must be dismissed, indicating a significant correlation between gender and the intention to re-rent.

Table 5. Analysis of consumer gender using an independent-sample t-test regarding different aspects of re-rent intention

Impact	Mean		F-value	Sig
	Man	Woman		
I will introduce relatives and friends to rent.	3.32	3.17	2.341	0.087
Because the price is reasonable, I would like to rent again.	3.42	3.24	0.152	0.145
I'll get 30 minutes of free rental on ABC again.	3.15	3.05	0.186	0.074
If I want to rent a bicycle, I am willing to continue to rent ABC bike	3.10	3.32	0.141	0.211

The results shown in table 5 to conduct gender analysis in the reuse of bicycle rentals show that almost all respondents did not show significant values in the impact of I will introduce relatives and friends to rent, because the price is reasonable and I would like to rent again, I'll get 30 minutes of free rental on ABC again, if I want to rent a bicycle, I am willing to continue to rent ABC bike.

D. Regression Analysis

This study employs Regression Analysis to examine the relationship between experiential motivation, consumer satisfaction, and the intention to re-rent. The outcomes of the regression analysis derived from the SPSS software tool are as follows:

Table 6 Regression analysis linking experiential motivation, consumer satisfaction, and intention to re-rent

Model	R	Unstandardize coefficients (B)	Standardize coefficients (Beta)	t	Sig
Experiential Motivation	0.751	0.199	0.685	16.651	0.000
Consumer Satisfaction	0.835	1.687	0.741	29.667	0.000
Re-rent Intention	0.661	1.764	0.862	15.264	0.000

The results of regression reveals that the model is significant ($p<.01$) and the coefficient of determination (R2) for the regression is 0.751, 0.835, and 0.661 respectively, indicating that (68.5%, 74.1%, and 86.2%) of the variation in the dependent variables are explained by the independent variables included in the regression. More importantly, the results shows that experiential motivation (Sig=.000<.01), consumer satisfaction (Sig=.000<.01) and re-rent intention (Sig=.000<.01) are correlated with each other.



5. Discussion

The extent to which gender influences experiential motivation, customer satisfaction, or the intention to re-rent. Regarding experiential motivation, aside from the two aspects ("boosting self-confidence" and "attaining a sense of accomplishment"), there is no notable difference between male and female college students. In terms of consumer satisfaction, nearly half of the survey choices indicated no notable difference. Nonetheless, regarding "full of confidence," "help to relax," "opportunity to try new things," "self-affirmation," and "self-realization," male college students exhibit higher customer satisfaction compared to female college students. Additionally, college students of various genders displayed notable discrepancies in the aspect of "re-rent intention." A greater number of male college students intend to re-rent compared to female college students.

Investigate the relationship among experiential motivation, customer satisfaction, and intention to re-rent. A notable relationship exists between experiential motivation and the satisfaction of ABC customers. The users ride ABC bikes to exercise or unwind. The strong enthusiasm following the ride would impact the overall customer satisfaction level. In the meantime, experiential motivation has a notable impact on the intention to re-rent. Due to the sought-after advantages they experience while riding, users are eager to enjoy the ride again for relaxation. This indicates that increased experiential motivation correlates with a greater likelihood of reusing it. A notable relationship exists between customer satisfaction and the intention to re-rent. The riders experience relief or wellness after riding, making them eager to use ABC again. The validation results of the hypotheses indicate that the connection between customer satisfaction suggests that overall customer satisfaction would greatly influence the intention to re-rent. This indicates that higher customer satisfaction after riding increases the likelihood of renting the bike again

6. Conclusion

This study proves that Amazing Bangkok Cyclist has successfully implemented the principle of sharing economy effectively among Bangkok students, by creating a sustainable transportation system that is affordable, collaborative, and environmentally friendly. Through the utilization of shared bicycle units by more than 2,000 active users among students in Bangkok, this community not only reduces the economic burden of students but also contributes to the reduction of carbon emissions in the city of Bangkok. These findings show the great potential of the sharing economy model in transforming urban mobility, while strengthening social networks and environmental awareness among the younger generation. The success of this case study can be a reference for the development of community-based sustainable transportation policies in other metropolitan cities.

There are several limitations to this study, for example: 1) The survey questionnaire regarding ABC is carried out on the university campus in this research. In fact, surveys for further campus locations might be distributed, broadening the area coverage and enhancing the quantity of samples. Due to time constraints, this study's scope is restricted to the university campus locations in the Bangkok district. 2) Regarding the focus of this research, the restriction to student groups could be broadened to include faculty and staff on campus, to enhance the sample size for the ABC survey. Additionally, the surveys could be distributed to other university students or various groups beyond Bangkok, allowing for a greater collection of perspectives and insights. 3) In the design of the questionnaire, analyzing results from various time periods could be included, which would effectively differentiate the survey findings between morning, afternoon, and evening. Due to the time difference, the survey outcomes will vary slightly, even within the same location. In the future, ABC's hardware and software support could be adapted for various time periods, ensuring users from different eras experience comfort and convenience. 4) Ultimately, the research indicates that experiential motivation and customer satisfaction at campus ABC significantly influence the intention to re-rent and are crucial to that intention. Moreover, exploring ways to create additional groups utilizing campus ABC merits further examination. The outcomes of the research would offer recommendations for managing associated businesses and for promoting green policies in schools.

The practical implications and suggestions that can be given from the results of this research include: 1) Continue to promote the campus bike-sharing plan and increase current rental sits around campus in order to encourage college students to use YouBike as another recreational tool. Therefore, the concerned department needs to strengthen the promotion to maintain the utilization rate. 2) Design and construct

other communication software, allowing bike users to rent or return ABC in a short time, and this would enhance the intention of using rent ABC bike. 3) Minimize the ABC leasing process in order to improve the convenience for students to use, which could also increase the interaction between students and enhance their interpersonal relationships. as a result, the number of abandoned bicycles would be reduced, and an environmentally friendly low-carbon campus would be created.

Acknowledgments

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