

A Study on Experiential Motivation, Customer Satisfaction and Re-rent Intention of the Sharing Economy Users: A Case Study of YouBike in Colleges

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ABSTRACT---- *From the experience and opinions of YouBike users, this study aims to investigate their experiential motivation, customer satisfaction and re-rent intention. The purposes of the study includes: (a) explore the actual use situation of YouBike in Taiwan colleges; (b) understand the correlation between experiential motivation, customer satisfaction and re-rent intention of YouBike users in Taiwan colleges; (c) understand whether there is a significant influence on experiential motivation, customer satisfaction and re-rent intention of YouBike users in Taiwan colleges. In this study, the questionnaire survey was conducted. The objects were YouBike users on campus in Taiwan. Descriptive analysis, Independent-Sample t test, and Regression Analysis were used as the statistical analysis. All the results were analyzed by SPSS statistical software. The results show that: The majority of YouBike users are the students with regular exercise habits (around one to two times a week); most college students rent YouBike less than 4 times a month and they usually spend less than 4 hours riding YouBike as short-distance transportation. At last, the regression analysis was implemented and revealed that there is a significant correlation between experiential motivation, customer satisfaction, and re-rent intention. Therefore, the better the degree of satisfaction after riding the bike, the more re-rent intention is. At the end, recommendations were made for future improvements.*

Keywords---- sharing economy, experiential motivation, customer satisfaction, re-rent intention

1. INTRODUCTION

1.1 Research Background and Motivation

June is the graduation season of universities in Taiwan. When graduates worry about their future, how to deal with accumulated assets during the study period is one of the problems for them. As a matter of fact, abandoned bikes are one kind of these assets. On many university campuses, abandoned bikes are getting too many and waste campus space. Therefore, some universities cooperate with the company YouBike, trying to solve this bike problem from the concept of sharing economy. With the hope of maximizing the benefits of resources, this could not only improve the problem of excess bikes on campus, but also increase the exercise amount and bring convenience for college students. After introducing the mode of YouBike operation, universities hope to reduce the number of abandoned bikes and the burden of the campus environment.

The concept of sharing economy has been mentioned in recent years, both in terms of accommodation, transportation and life, with the reallocation of resources, the remaining resources back to consumers, to create a new business model (Stephany, 2015). Beginning from YouBike, the traffic sharing economy has become popular in Taiwan. In recent years, known as sharing economic model, this trend also comes to university campus. Therefore, the purpose of this study is to understand the concept of bike-sharing by means of green energy. In addition to the evaluation of actual use of YouBike, the re-rent intention of college students could also be directly affected by customer satisfaction. In consequence, this study aims to study the acceptance and satisfaction of shared bikes' users. Through the construction of user experiential motivation and satisfaction model, this study discusses the composition facets and influence level of customer satisfaction. In addition to the influence of external environmental factors and users' personal factors, this study

hopes to understand the level and source of customer satisfaction, analyze the reasons of dissatisfaction, make suggestions for improvements, and then provide related recommendations for authorities and operating units.

1.2 Purpose of Research

- a. Understand the status quo of experiential motivation, customer satisfaction, and re-rent intention of college students in using YouBike;
- b. Explore whether gender has a significant impact on experiential motivation, customer satisfaction, or re-rent intention;
- c. Analyze the correlation between experiential motivation, customer satisfaction, and re-rent intention.

With the research results, this study also wants to be provided to relevant units. As a result, YouBike might become one of the leisure sports of college students, achieving the value of the existence of sharing economic.

2. LITERATURE REVIEW

2.1 Sharing Economy

In recent years, the concept of sharing economy has spread rapidly in many start-ups. Published a personal commentary report in the Business, Innovation and Skills Department, the British venture capital and share economist Woskwo (2014) defines the sharing economy as an online platform that helps people share assets, resources, time, and skills. Botsman (2013), a global thought leader of sharing economy, defines it as an economic model that is based on assets that are not fully utilized, such as space, technology, or even tools, that produce monetary or non-monetary benefits. In summary, sharing economy not only creates a new economic lifeline, but also solves the shortage or surplus of resources those social issues. As a consequence, many countries and cities begin to pay attention to sharing economy and actively layout the development of sharing economy.

2.2 Experiential Motivation

Experience is an event that makes everyone involved in an individual way, and is a good feeling in a consciousness when a person reaches a certain level of emotion, physical strength, intelligence, and even spirit. Therefore, the enterprise is no longer just to provide goods or services, but to provide the ultimate experience, full of emotional power, to the customer left unforgettable pleasure memories (Pine II & Gilmore, 1998). Foreign scholars (e.g. Datta & Vasantha, 2013; Lai & Chou, 2010) also support that the value of experience will affect satisfaction. To sum up, motivation is the motive force that enables individuals to maintain physical and mental activity for a long time; it is the process that with demand, external behavior would be produced, so that such behavior would be able to meet the needs of demand. Based on the theory of Cheng (2011), this study generalizes the motivation of bike enthusiasts participating in leisure activities as four facets: “health and fitness”, “interpersonal interaction and growth”, “physical and mental release” and “good life”.

2.3 Customer Satisfaction

Satisfaction indicates that the products and services provided by the business allow customers to accumulate trust and confidence in the business (Helm, 2007). Satisfaction is also recognized by many scholars as an assessment of the customer’s accumulation of a particular product or service that can be tailored to provide a firm to measure customer satisfaction with the product (Lam, Shankar, Erramilli, & Murthy, 2004). This study uses customer satisfaction to observe the shared bicycle users for their real feelings and opinions on YouBike. Based on the theory of Cheng (2011), this study generalizes the customer satisfaction as four facets: “health and relaxation”, “self-affirmation”, “good environment”, and “social learning”.

2.4 Re-rent Intention

Chung (2014) proves that the intention of re-purchase could be encouraged by improving customer knowledge of the product and enhancing the trust, satisfaction and experience of the product. The study of Wang (2015) shows that trust has a direct and significant impact on the intention to revisit. To sum up, there is a correlation between satisfaction and re-rent intention. When the satisfaction level of consumers is higher, the re-rent intention would be relatively improved.

3. METHODOLOGY

3.1 Research Object

This study aims to explore the correlation between Taiwan college students’ experiential motivation, consumer satisfaction, and re-rent intention on campus YouBike. The college students who have used campus YouBike would be the research objects. The sample population of this study is mainly from these three universities: National Central University, Chung Yuan Christian University, and Yuan Ze University.

3.2 Research Tool

The analysis method used in this study is mainly questionnaire survey which was conducted from May 1st to July 1st in 2022. 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”.

3.3 Reliability Analysis

In this study, Cronbach’s α was used to measure the reliability of each correlation scale. 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.

3.4 Validity Analysis

The questionnaire design was based on the questionnaire “The Study of Experiential Motivation, Satisfaction and Re-lease Intention in YouBike Users” compiled by Ting (2014) and the questionnaire “A Study of User Satisfaction of Taipei City YouBike” compiled by Huang (2015). According to the actual operation of the three universities, the facets and questions of the questionnaire were designed after the correction and reduction. The content of the questionnaire meets the subject and purpose of the study, in accord with content validity.

3.5 Data Analysis and Processing

After the questionnaires were collected, they were first sorted out, and the invalid questionnaires were removed. The statistical software of SPSS12.0 was used for analysis and processing. Descriptive Analysis, Reliability Analysis, Independent-Sample t test analysis and Regression Analysis were used as the statistical tests in this study,

4. RESEARCH RESULTS AND DISCUSSION

4.1 Status Analysis of Effective Sample Demographics

Among the 351 valid samples, there are 236 males, accounting for 67.2%; and there are 115 females, accounting for 32.8%. The detail of data is shown in Table 1.

Table 1 Summary Table of Basic Information

	Frequency	Percent
a. Gender:		
Male	236	67.2%
Female	115	32.8%
b. Exercise habits		
Without regular exercise habits	126	35.9%
1-2 days a week	151	43.0%
≥3 days a week	74	21.1%
c. Usage frequency		
≥3 times a week	29	8.3%
1-2 times a week	45	12.8%
≤4 times a month	277	78.9%
d. Usage duration		
0-4 hours	342	97.4%
≥4 hours	9	2.6%
e. Purpose		
School commute tool	61	17.4%
Short-distance transportation	215	61.3%
Leisure and entertainment tool	58	16.5%
Others	17	4.8%

4.2 Reliability analysis

The results of reliability analysis show that the Cronbach's α value of each dimension of the questionnaire is $>.7$, which represents good reliability.

Table 2 The tale of reliability analysis

Facet	Cronbach's α
Experiential motivation	.942
Consumer satisfaction	.946
Re-rent intention	.887

Note: * represents the significant level $p < .05$

4.3 Variance analysis of demographic variables for each facet

4.3.1 Independent-Sample t test analysis of consumer gender on various facets of experiential motivation

A t-test is conducted to test the hypothesized relationships between consumer gender and various facets of experiential motivation. It is found that, under the level of $\alpha = .05$, only two facets are significant. Accordingly, the null hypotheses should be accepted that even though there is a slight difference between the mean values of the male and female consumers, there is no significant relationship between the experiential motivation on "boost self-confidence" and "get a sense of achievement" with respect to the gender.

Table 3 Independent-Sample t test analysis of consumer gender on various facets of consumer satisfaction

Factor	Mean		F-value	Sig
	Male (N=236)	Female (N=115)		
Boost self-confidence	3.28	2.90	.007	.006*
Get a sense of achievement	3.30	3.01	.001	.039*

Note: * represents the significant level $p < .05$

4.3.2 Independent-Sample t test analysis of consumer gender on various facets of consumer satisfaction

The t-test is conducted to test the hypothesized relationships between consumer gender and various facets of consumer satisfaction. It is found that, under the level of $\alpha = .05$, five facets are significant. Accordingly, the null hypotheses should be accepted that there is no significant relationship between the consumer satisfaction on "full of confidence", "help to relax", "opportunity to try new things", "self-affirmation", and "self-realization" with respect to the gender.

Table 4 Independent-Sample t test analysis of consumer gender on various facets of consumer satisfaction

Factor	Mean		F-value	Sig
	Male (N=236)	Female (N=115)		
Full of confidence	3.45	3.05	1.438	.002*
Help to relax	3.75	3.49	5.228	.021*
Opportunity to try new things	3.71	3.46	.062	.045*
Self-affirmation	3.46	3.02	.230	.001*
Self-realization	3.43	3.03	.335	.003*

Note: * represents the significant level $p < .05$

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

For the relationships between consumer gender and various facets of consumer satisfaction, a t-test is conducted to test the hypotheses. It is found that, under the level of $\alpha = .05$, none of the four facets are significant. Therefore, the null hypotheses should be rejected, and there is a significant relationship between the re-rent intention and gender.

Table 5 Independent-Sample t test analysis of consumer gender on various facets of re-rent intention

Factor	Mean		F-value	Sig
	Male (N=236)	Female (N=115)		
I will introduce relatives and friends to rent.	3.81	3.69	2.504	.312
Because the price is reasonable, I would like to rent again.	4.03	3.94	.064	.419
I'll get 30 minutes of free rental on YouBike again.	4.23	4.28	.009	.636
If I want to rent a bicycle, I am willing to continue to rent YouBike.	4.08	4.09	.010	.952

4.3.4 Regression Analysis

This research uses Regression Analysis to explore the correlation between experiential motivation, consumer satisfaction and re-rent intention. The results of the regression analysis obtained through the SPSS software package are as follows:

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

Model	R	Unstandardize coefficients (B)	Standardize coefficients (Beta)	t	Sig
Experiential motivation	.658	.199	.658	16.306	.000**
Consumer satisfaction	.846	1.028	.846	29.688	.000**
Re-rent intention	.632	1.716	.632	15.235	.000**

Note: ** represents the significant level $p < .01$

The results of regression reveals that the model is significant ($p < .01$) and the coefficient of determination (R^2) for the regression is .658, .846, and .632 respectively, indicating that (65.8%, 84.6%, and 63.2%) 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. CONCLUSION AND RECOMMENDATION

5.1 Conclusions

5.1.1 The current situation of college students using YouBike

Most college students use YouBike as short-distance transportation no more than 4 times a month. The majority college students spend 0-4 hours riding YouBike.

5.1.2. Whether gender has a significant impact on experiential motivation, customer satisfaction, or re-rent intention

When it comes to experiential motivation, except for the two parts (“improving self-confidence” and “achieving a sense of achievement”), there is no significant difference between male and female college students. In the facet of consumer satisfaction, about half of the questionnaire options showed no significant difference. However, on “full of confidence”, “help to relax”, “opportunity to try new things”, “self-affirmation”, and “self-realization”, male college students have greater customer satisfaction than female college students. Moreover, college students of different genders showed significant differences in the “re-rent intention” facet. More male college students have re-rent intention than female college students.

5.1.3. Explore the correlation between experiential motivation, consumer satisfaction and re-rent intention

There is a significant correlation between experiential motivation and customer satisfaction of YouBike users. The users ride YouBike because they want to work out or get relaxed. The strong motivation after the riding would affect the level of entire customer satisfaction. Meanwhile, experiential motivation affects re-rent intention significantly. Because

of the desired benefits they get when they are riding, the users are willing to enjoy the ride again in order to have relaxation. This shows that the higher the experiential motivation, the more likely to use it again. There is also a significant correlation between customer satisfaction and re-rent intention. The riders get release or health after riding, so they are willing to use YouBike again. From the validation results of the hypotheses, the relationship between customer satisfactions reflects that the overall customer satisfaction would significantly affect re-rent intention. This shows that the better the degree of customer satisfaction after riding, the more likely to rent the bike again.

5.2 Recommendations

- a. Continue to promote the campus bike-sharing plan and increase current rental sits around campus in order to encourage college students use YouBike as another recreational tool. Therefore, the concerned department needs to strengthen the promotion to maintain the utilization rate.
- b. Design and construct other communication software, allowing bike users to rent or return YouBike in a short time, and this would enhance the intention of using YouBike.
- c. Minimize the YouBike 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. Consequently, the number of abandoned bicycles would be reduced, and an environmentally friendly low-carbon campus would be created.

5.3 Research Restrictions and Future Research Directions

- a. A questionnaire survey of YouBike on university campus sites in Taoyuan district is conducted in this study. As a matter of fact, questionnaires for more additional campus sites could be issued, expanding space range and increase the number of samples. Because of the constraint on time factor, the scope of this study limited to the university campus sites in Taoyuan district.
- b. When it comes to the object of this research, the limitation to student groups could be expand to faculty and staff on campus, in order to add more samples for YouBike survey. Moreover, the questionnaires could be issued for other college students or different groups outside Taoyuan, which could collect more views and opinions.
- c. In the questionnaire design, the result analysis of different period of time could be added in, which could effectively distinguish the survey results between the morning, afternoon and evening. With the time difference, the survey results will be slightly different even on the same site. In the future, the supporting hardware and software of YouBike could be implemented in response to different period time, so that YouBike users of different times would have enough comfort and convenience.
- d. Finally, the study shows that the experiential motivation and customer satisfaction of campus YouBike have a significant impact on re-rent intention and are the key to re-rent intention. In addition, how to develop more groups use campus YouBike is worthy of further investigation. The results of the study would provide advice on management of related business and on go green policy promotion of schools.

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