



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

SOCIO ENVIRONMENT COMPENDIUM

VOLUME 4(1), 2021

eISSN: 2636-9656

2021

-SOCENTIUM-
keeping you informed

FACULTY OF BUSINESS AND
MANAGEMENT
UNIVERSITI TEKNOLOGI MARA



BIKE-SHARING ACCEPTANCE THROUGH THE LENS OF THE THEORY OF ROUTINE MODE CHOICE DECISIONS

**International Journal of Sustainable
Development**

**SITI NORIDA WAHAB
(FBM, UITM)
MUHAMMAD ISKANDAR HAMZAH
(FBM, UITM)
XIAOQIAO YE
(UCSI UNIVERSITY)
VRINDAVANESHWAREE HAREEAH
(UCSI UNIVERSITY)**

LET'S GET TO KNOW

ABOUT

This paper aims to provide insight into factors affecting bike-sharing acceptance among Malaysians.

DESIGN/METHODOLOGY/ APPROACH

Through a quantitative survey, data were collected from 120 commuters residing in the Klang Valley.

FINDINGS/EXPECTED FINDINGS

The findings indicated that safety, comfort, and enjoyment are the decisive determinants of bike-sharing acceptance. Meanwhile, availability and costs have no significant impact. Based on the findings, bicycle distributors and competent authorities in Malaysia should focus on improving the comfort of service, bicycle infrastructure, and network that would support the growth of bicycle usage, especially in urban communities.

ORIGINALITY/VALUE/ CONTRIBUTION

Since limited studies have been carried out on the Kuala Lumpur public bicycle-sharing program, this study is among the first to contribute on the subject.

REFERENCES

- Cheng, P., OuYang, Z. and Liu, Y. (2019) 'Understanding bike sharing use over time by employing extended technology continuance theory', *Transportation Research Part A: Policy and Practice*, June, Vol. 124, pp.433-443, doi: <https://doi.org/10.1016/j.tra.2019.04.013>.
- Singleton, P.A. (2019) 'Walking (and cycling) to well-being: modal and other determinants of subjective well-being during the commute', *Travel Behaviour and Society*, July, Vol. 16, pp.249-261, doi: <https://doi.org/10.1016/j.tbs.2018.02.005>.
- Adnan, N., Md Nordin, S., Hadi Amini, M. and Langove, N. (2018) 'What make consumer sign up to PHEVs? Predicting Malaysian consumer behavior in adoption of PHEVs', *Transportation Research Part A: Policy and Practice*, March, Vol. 113, pp.259-278, doi: <https://doi.org/10.1016/j.tra.2018.04.007>.