

Sharing economy: a study on the factors influencing users' motivation to use ride sharing platforms

Sijabat, Rosdiana, author

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Abstrak

ABSTRACT

This research is intended to explore sharing economy, particularly ride sharing. The study aims to identify the impact of four factors -economic, social, environmental, and technological- on individuals' motivation and decision to use three ride sharing platforms: UBER, GRAB and Go-JEK in Indonesia. Based on available literature, four research hypotheses are tested, namely that (1) economic factors; (2) social factors; (3) environmental factors; and (4) technological factors have positive influence on individuals' motivation and decision to use ride sharing services. Primary and secondary data are used to answer the research questions. Primary data were obtained through an online survey of 355 respondents, while secondary data were obtained from various related literatures. The research is both descriptive and quantitative in nature, the empirical analysis suggest that economic, social, environmental, and technological factors are positively associated with users' decision to use ride sharing.