MK004/1805

INTENTION TO USE OBIKE AMONG UNIVERSITY STUDENTS IN MALAYSIA

CHAI YAT LING
CHIN PUI NEE
TAN HUI BING
WOO KE NI
YONG YON YANG

BACHELOR OF MARKETING (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF MARKETING

APRIL 2019

MK004/1805

INTENTION TO USE OBIKE AMONG UNIVERSITY STUDENTS IN MALAYSIA

BY

CHAI YAT LING
CHIN PUI NEE
TAN HUI BING
WOO KE NI
YONG YON YANG

A final year project submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF MARKETING (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF MARKETING

APRIL 2019

DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is 10,724 words.

Name of Student:	Student ID:	Signature:
1. Chai Yat Ling	17ABB00275	_____
2. Chin Pui Nee	15ABB05583	_____
3. Tan Hui Bing	16ABB00688	_____
4. Woo Ke Ni	15ABB05584	_____
5. Yong Yon Yang	12ABB05474	_____

Date: _____

ACKNOWLEDGEMENT

It was a genuine pleasure and privilege for us to express our upmost appreciation to our respective supervisor, Ms. Lam Siew Yong, for her keen assistance, guidance and supervision at every stage of our research project. She had provided us with sincere opinions and comments throughout the research project.

It is also a great pleasure for us to thank Ms. Sim Jia Jia for her prompt inspirations and valuable advises to us to further improve our research. Despite of the busy schedule, she attended our final year project presentation and helped us to improve our research project with her comments.

Furthermore, we would also like to thank to Universiti Tunku Abdul Rahman for giving us the opportunity to be one of the teams to undergo this journey of accomplishing the research project. Moreover, we would like to give our appreciation to all the participants for participating in this research actively. Their feedbacks and suggestions which are extremely valuable in completing the research project.

Last but not least, it is our foremost duty to extend our special gratitude to our family and friends for their sincere emotional support and encouragement at all time that led to the completion of this project.

DEDICATION

This research project is especially dedicated to Ms. Lam Siew Yong, Ms. Sim Jia Jia and Dr. Gengeswari a/p Krishnapillai for assisting us throughout the journey in completing this research project.

We would also like to dedicate this research project to our families, friends and respondents, for supporting us when we need it most.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

C	Convenience
EA	Environmental Awareness
FS	Financial Saving
UI	Usage Intention
SMI	Social Media Influence

LIST OF APPENDICES

PREFACE

Bike-share system has become popular in United States, Europe, China and many other countries. Malaysia is a rising market for this program and it has become a sector to be concerned on especially among the university students. As there are very few studies regarding the usage intention of bike-share system in Malaysian context, hence this study was conducted to investigate the intent of university students to use bike-share service in Malaysia. The topic "Intention to Use oBike Among University Students in Malaysia" was selected for this project. Key factors (Convenience, Environmental Awareness, Financial Saving, Social Media Influence) were being tested in order to find out the usage intention towards bike-share service. The results of the finding are published in this project.

ABSTRACT

Bike-share programs have increased attention from the society and these programs are changing human's lifestyle. oBike was a bicycle-sharing system with operation in several countries and it was widely established in Malaysia few years ago. There were no previous studies about the specified bike-share system in Malaysia. This study was done to discover the correlations of all affecting factors with the usage intention of oBike among university students in Malaysia. A framework was developed in the research project to analyze the hypotheses and the impact of factors towards the usage intention. 350 sets of data were collected after distributing questionnaire survey at the sampling locations and various analyses were carried out using SAS Enterprise Guide 7.1. This research showed that Convenience, Financial Saving and Social Media Influence have significant relationship with the usage intention of oBike while Environmental Awareness does not have huge impact on the usage intention. This project provides theoretical and managerial implication, as well as insights for oBike and other related organizations in order to establish a better service for university students or other users.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The first chapter gives a clear introduction regarding the entire study which comprises of five different chapters. This chapter proposed the background of this research, the problems lead to this study, its objectives, questions and the research significance.

1.1 Research Background

A public bicycle system, is a transportation service that makes bicycles available for sharing among the individuals by paying a fee. It allows people to obtain a bike from bike stations and return it at another station which operates within the same system. The bike sharing stations are special bike racks that controlled by the system in order to lock or unlock the bikes (Walker, 2018).

Bike-share system is rapidly developing in many capitals. Some countries such as Canada, China, France, England, United States and Spain are focusing more on the bike sharing programs (Guest Contributor, 2015). As cycling is more accessible for people, it makes bike sharing an important transportation for the society. This creates a trend around the globe and increases the number of bike-sharing users. The number of public-use bicycles in the world is 2,294,600 in year 2016 (Richter, 2018). Most of the bicycles are located in cities, crowded areas, and educational institutions.

'oBike' was one of the bike sharing services and it was a Singapore native bike share company. It was a station-less service that users can engage the service via a downloaded mobile application, cycle to the destination and return the oBike to a designated oBike parking areas (Ahmad, 2018).

According to Cheetah Lab (2018), oBike ranked as third among the services and it was actively expanding into foreign countries. oBike operated in over 40 cities across 24 countries which including Malaysia, Taiwan, Korea, Thailand, Germany, Italy, United Kingdom, Australia, the Netherlands, French, Switzerland and Sweden (Howells, 2017). In year 2017, oBike has expanded to Malaysia and Thailand. Kuala Lumpur was listed as one of the cities that had active users for oBike service (Cheetah Lab, 2018).

Based on Nathan (2017), there was an increment in the introduction of bike-share schemes in Malaysia. It was due to the rising prices of fuel, traffic congestion and overpriced parking rates. Thus, bike sharing became a solution to these issues and it induced more people to use oBike as their transportation (Nathan, 2017).

oBike existed around learning institutions, students' housing locations, train and bus stations in Malaysia (Nair, 2017). According to The Star (2017), oBike already had at least 20,000 supporters and 40% of them were students of tertiary education who paid the charge of RM1 for every 15-minutes ride. Based on UMP News in 2017, oBike had been launched in the UMP campus. It performed well in assisting students and the public to reach desirable destinations within the campus as the bikes were distributed around the campus (UMP News, 2017).

According to Datuk Seri Tengku Adnan Tengku Mansor (2017), authorities of Kuala Lumpur reflected deeply about the future of bike-share system with a view

to continue bike sharing activities and to perform the service expansion in year 2018.

1.2 Research Problem

In Malaysia, millions of cars on the road release carbon monoxide every day into the air, while factories release large amounts of sulphur dioxide (Clean Malaysia, 2017). Khor (2016) stated that the causes of air pollution in Malaysia are emissions from transportation vehicles, industrial factories and fires in forests and agricultural areas. Ng (2017) stated that Malaysia citizens especially those living in the surrounding townships are grown up with cars in their minds. According to a report conducted by Nielsen (2014), Malaysia is placed third in the global ranking that had the largest group of car owners. There are about 93% of households own at least a car and Malaysia is one of the countries having most cars per household in the world. It accounted approximately 54% of households have more than one car in Malaysia (The Nielson Company, 2014).

Another problem is the advancement of technology. According to Rita (2013), there are many positive aspects of technology, but it can increase the vulnerability that affect human's attitude and behavior. Individuals are given chances to share their own experience, knowledge and opinions which bring negative effects to the businesses especially when users' experience are below their expectation (Baginda, 2017). Studies have shown that consumers are more likely to believe their family members, friends and social media influencers' comments compared to advertisements because they are more attached to their sayings (Borneo Post Online, 2017). Online users nowadays are also more receptive to others' opinions and they tend to believe without having much interpretation. This imposes a big

challenge to business operators and makes business reputation vulnerable to the people's judgment.

Inconvenience of other public transportations had motivated this research. A past research discovered that about 18% of students did not use shared transportation within the campus, 31% are using buses and the rest are using their own private transportation (Makki et al., 2012). Another research conducted in University of Malaya (UM) found that most of the students stated that the long journey travel from hostels to campus and inconvenience of public transportation made using own vehicle seemed to be a convenient option (Keat et al., 2016).

Malaysian is facing higher living costs due to the increasing fuel and transportation prices (Ng, 2017). University students in Malaysia need to face the cost of higher education that comprises tuition fees, living expenses and the expenditure of buying learning materials. This situation forces the students with financial difficulty to let go the opportunity to further their education (Sani, 2018). Mustafa (2017) stated that many university students in Malaysia had below RM1000 as their allowance for a month which included accommodation, transport, meals, and entertainment. This circumstance is worrying and this research aims to find out students' interest in reducing expenditures by using oBike and also to know their extent to which in using the bike-share system.

This study will investigate some factors that influence the students' usage intentions of oBike. It is supported by Theory of Planned Behavior (TPB) where it states attitudes affect human's behavior, subjective norms and perceived control that influence the behavior are often found to be highly accurate in predicting behavioral intention (Ajzen, 1991).

1.3 Research Objectives

1.3.1 General Objective

Variables that influence the usage intention of oBike among university students in Malaysia are investigated in this study. Based on the research, some factors which have the relationship with the usage intention oBike are environmental awareness, social media influence, convenience and financial saving. The objectives are specified as below.

1.3.2 Specific Objective

i. To study the relationship between environmental awareness and the usage intention of university students towards oBike in Malaysia.

ii. To study the relationship between social media influence and the usage intention of university students towards oBike in Malaysia.

iii. To study the relationship between convenience and the usage intention of university students towards oBike in Malaysia.

iv. To study the relationship between financial saving and the usage intention of university students towards oBike in Malaysia.

1.4 Research Questions

Some questions are provided to study the affecting variables towards the usage intention of oBike among university students in Malaysia.

i. Does environmental awareness affect the university students' intention to use oBike in Malaysia?

ii. Does social media have effect on the university students' intention to use oBike in Malaysia?

iii. Does convenience affect the university students' intention to use oBike in Malaysia?

iv. Does financial saving affect the university students' intention to use oBike in Malaysia?

1.5 Research Significance

'oBike' has brought the quality of students' life to the next level. It is important for practitioners to study the university students' usage intention towards oBike in Malaysia through this research. For business companies, this study helps them to observe the important elements that affect students' usage intentions, either positively or negatively. This research also allows them to understand about the university students' attitudes and behaviour towards oBike, as well as their satisfaction. With the study, practitioners able to improve the competitive advantages by offering a better oBike services and design more strategies to enhance the university students' intentions to use oBike.

Policy makers of oBike can interact with students who have bike-share experience and understand the users' behaviour on bike sharing. This research allows policy makers to gain insights of the factors that university students emphasize when using bike sharing system, and form the best policy for both the company and users. In

addition, they are able to determine on how oBike attracts university students to use the service. Furthermore, it enables the community to identify the variables that influence their interest to try the bike-share service especially oBike. The study also enables people to understand the forces that induce oBike usage and their own behaviour towards oBike.

From the academic's perspective, this research provides a better understanding, more insights about the concept of oBike and the factors that impact university students' intention to use oBike as one of their transportation in Malaysia. Researchers are able to find out the reasons why university students intent to start using oBike in this country.

1.6 Conclusion

Chapter One acts as an outline that explains the main purpose to further develop this research.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This section reviews the underlying theories, variables and relevant theoretical theories. A research framework and four hypotheses are developed to investigate the factors influence the university students' intention on using oBike.

2.1 Underlying Theory

This section emphasizes on the theory of related conceptual model which is Theory of Planned Behavior (TPB).

TPB is the most famous model to analyze the factors of certain behavioral intention (Setiawan, et al., 2015). TPB is also one of the best behavior models used by social psychologists to predict behavioral intentions (Maichum, et al., 2016). TPB is obtained from Theory of Reasoned Action (TRA). Under TRA, there are two elements: (1) attitudes and (2) subjective norms that are found inappropriate to describe the intention. It is because it can only work successfully in the condition that the individual's will is under control (Zainuddin, et al., 2016). Ajzen (1991) proposed the TPB model that suggests behavior intention is influenced by personal attitudes, perceived behavioral control and subjective norms that are adopted from TRA. Favourable attitudes, subjective norms and control of perceived behavior will create stronger intention to initiate certain actions (Kaplan, et al., 2015).

TPB had been adopted to study the usage intention towards various information systems (Cheng & Huang, 2013). TPB is used widely to know about the adoption and usage of technology due to more detailed understanding on the use behavior than TRA (Chen & Salmanian, 2017). In the field of bicycle sharing, TPB has also been adopted (Yu, et al., 2018).

TPB was adjusted in the present setting to measure the intention to use oBike among university students in Malaysia along three measurements. The first is attitude, follow by subjective norms and perceived behavioral control. Attitude is the degree to which an individual forms and holds positive or negative perception which subsequently directs the individual's behavior (Ziadat, 2015). Attitude is developed from the individual's belief in capturing attitude objects (Mahmood, et al., 2016). The independent variable that supported by attitude instrument is environment awareness.

Subjective norms refer to whether individuals are the main center of their lives and hoping that they can achieve this behavior (Fielding, Mcdonald & Louis, 2008). Subjective norms are based on the perceptions of reference groups relevant to the behavior and the motives to follow these reference groups (Groot & Steg, 2007). The independent variable that supported by subjective norms instrument is social media influence.

In TPB theory, perceived behavioral control includes internal factors like abilities, skills, information, or willpower and external factors like usability, time or money (Rossi & Armstrong, 1999). The independent variables like convenience and financial saving are derived from perceived behavioral controls. The behavioral intention is a sign that an individual is prepared to conduct certain actions or behavior (Ziadat, 2015). The dependent variable that describes the behavioral intention will be the usage intention.

2.2 Review of Variables

2.2.1 Dependent Variable- Usage Intention (UI)

Abadi, Ranjbarian & Zade (2012) said that an individual's motive to use something is equivalent to usage intention. Heijden, Verhagen and Creemers (2003) defined usage intention is one of the scopes which will influence social, economic and the environment.

In reference to TPB, usage intention is relevant to behavioral intentions such as subjective norms, attitudes and perceived behavioral control (Kaplan, Manca, Nielsen & Prato, 2015). Cho, Cheng and Lai (2009) stated that perceived user-interface design (PUID) plays an important role which can influence user's attitude to continue the usage intention of certain services.

A research investigated that the personal innovativeness and perceived risk might influence their usage intention (Thakur & Srivastava, 2014). According to Nysveen, Pedersen and Thorbjørnsen (2005), perceived enjoyment will influence the usage intention of users in obtaining certain services. Park, Kim and Koh (2010) stated that the satisfaction level will affect the attitude of users which defined as the psychological states of user to continue using certain services.

According to Ma and Wang (2009), positive emotion can affect users' acceptance and usage intention towards certain products or services. Liao, Chen and Yen (2007) claimed that the positive psychological perspective will also influence user's usage intention in positive manner.

2.2.2 Independent Variable- Social Media Influence (SMI)

Jia, Liu and Liu (2018) stated that social media is a significant channel that used to deliver all types of information to audience and media communication is able to influence audience's attitude and behavior. Lois, Moriano and Rondinella (2015) also mentioned that social media is able to influence the decision making of people in a short time period. Based on the research, social media is defined as one of the platforms in information distribution channel which can influence and encourage people in usage intention (Lin & Lu, 2011).

Kari and Makkonen (2014) highlighted that attitude can form a person's positive or negative behavior towards the things he or she encountered. Facebook is a popular social media platform that influences online audience's mind set, perception and attitude. This is because it disseminates information, creates awareness and changes the way of thinking of the information receivers (Zhang, 2005). Goh, Heng and Lin (2013) mentioned that social media can affect the consumer behavior and decision making through embedded information and persuasion. According to Lee and Kim (2018), online audience is able to gain values from online activities and interactions.

According to Qualman (2010), generation Y and Z are highly active in the social media. Chu (2011) mentioned that social media effectively shows and displays brand advertisement through online. A study showed that social media marketing is able to increase and get attention from audience (Erdoğmuş & Cicek, 2012).

2.2.3 Independent Variable- Financial Saving (FS)

Rikwentishe, Pulka and Msheliza (2015) defined financial saving is the part of income which is important to enhance an economic growth and development through investing the fund saving. Fishman (2016) stated that financial saving affects a person's buying and usage intention. According to Ricci (2015), financial saving is meant by an individual reduces cost expenses in daily life and able to accumulate the savings for other usage.

Based on researchers, financial saving is the factor that influences and controls the behavior of user in making decision to buy or use certain things (Cole, Mailath & Postlewaite 1992). According to Gvoth (2011), financial saving shapes a person to spend by following budget plans and highly concerning on the costs of goods or services.

Most people will change their level of financial saving and consumption due to the income fluctuation (Awais, 2014). Besides, level of satisfaction will influence financial saving to improve the economic and social condition (Iruguthu, 2014). Fenta, Dessie, Mitku and Muluneh (2017) claimed that an individual must adopt financial saving habit to avoid happening of financial problems or bankruptcy, improve the standard of living as well as to fulfil daily requirements in the future.

2.2.4 Independent Variable - Environmental awareness (EA)

Awareness stands for the understanding of others' activities which give a context for an individual's activity (Handy, Wee & Kroesen, 2014). According to Pai (2014), environmental awareness known as the conservation of the

natural environment, health and well-being of people by increasing the awareness in environmental problems. Environmental awareness is related to environmental consciousness. Environmental consciousness refers to the tendency of a person to involve in pro-environmental behaviors (Akar & Clifton, 2009). They also mentioned that environmental consciousness can be measured by new environmental paradigm (NEP), which predicts the ecological worldview of individuals.

According to Yang & Long (2016), environmental awareness is affected by individual's interest towards environmental issues and demographic characteristics. Publicity and advance education can be used to guide the public with environmental awareness correctly and reasonably. Efforts have to be encouraged to lead the society to face and solve the environmental issues together (Heinen, Wee & Maat, 2009).

Environmental awareness can be increased by strengthening public environmental responsibility (Deniz, 2016). The increasing public environmental responsibility will affect the willingness to take part in bike sharing projects (Nordlund & Garvill, 2003). According to The Star Online (2015), awards were given by Tengku Amir Shah to Top 30 Malaysian Green Technology Corporations due to their contributions to environmental sustainability. This greatly affects Malaysian's concern about the surrounding and environmental issues.

2.2.5 Independent Variable – Convenience (C)

Convenience is described as saving in time and effort by consumers when purchasing a product or service (Fishman, Washington, & Haworth, 2012).

Convenience also reduces non-monetary price during the buying process. According to Feng & Li (2016), there are three dimensions of convenience: (1) access convenience, (2) search convenience and (3) possession convenience. They all affect the usage and purchase decisions of consumers.

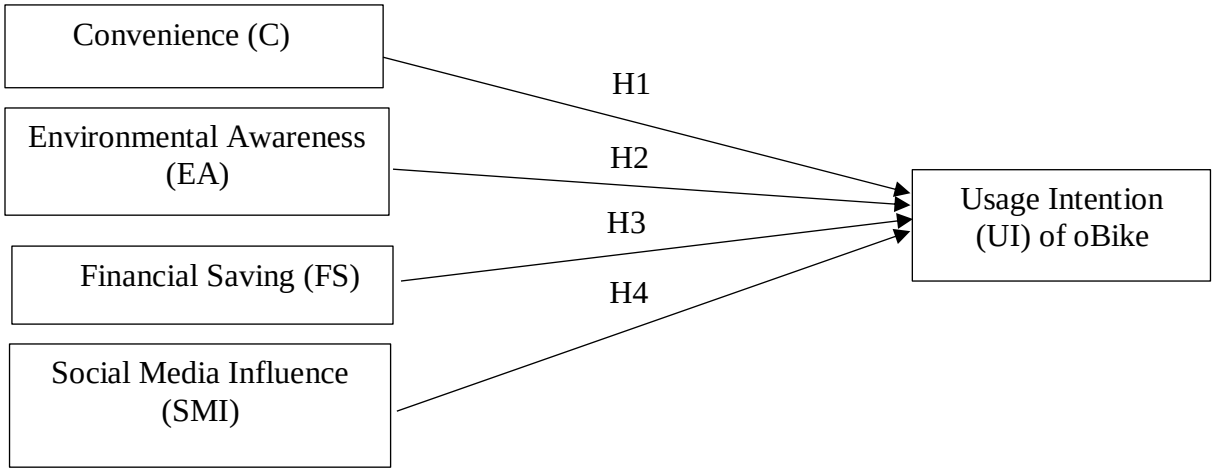
Convenience constantly develops as the trustworthy predictor of bike share usage (Fishman, Washington, & Haworth, 2012). The convenience afforded by closely spaced stations of bike-share system may be of greater importance than it is to others, because the users have less spare time and less disposable income than higher-wage earners to own a car and drive themselves to work (Joo, 2017).

Ease of use and simplicity contributes to convenience. Ease of use is the user's perception of the effectiveness and efficiency of a product or service; simplicity is the freedom from complexity and intricacy. High accessibility are attributes of convenience of bike sharing as it increases the probability of bike-users' satisfaction (Guo, Zhou, Wu & Li, 2017). The mobile bike-sharing system has gained positive feedbacks as it enables the users to check in and out at anywhere after using the service (Bardhi & Eckhardt, 2012). It outstandingly increases the bike-sharing usage among university students and the convenience greatly affects degree of satisfaction of users (Lee, 2013).

2.3 Proposed Theoretical/ Conceptual Framework

As seen in the Figure 2.3, there are four variables that used to determine the usage intention of oBike among university students. These variables are proposed and integrated into one research model.

Figure 2.3: Proposed Research Model



In Figure 2.3, the independent variables refer to Convenience (C), Environmental Awareness (EA), Financial Saving (FS) and Social Media Influence (SMI). The dependent variable is the usage intention (UI) of oBike which is the outcome of the study.

2.4 Hypotheses Development

H1: There is a positive relationship between Convenience and Usage Intention of university students towards oBike.

Guo, Zhou, Wu and Li (2017) said that convenience of bike share is steeper than other forms of transportation. The bike sharing systems have increasing popularity in cities around the world and they bring convenience to students as well as the public because they make the station searching process effortless (Chang, Song, He & Qiu, 2018).

According to Li, Zhang, Sun and Liu (2018), bike sharing services provided in various locations and the students can rent and pay for a ride via mobile phone conveniently. Thus, bike sharing enables students to save their time because it is more convenient than public transport.

Bike sharing is more flexible and more convenient for students. Bicycles are widely distributed and help to reduce the travel distance to bicycle docking stations. The users can register directly in the mobile application, scan their identification and pay deposit for the first-time users. The application will show a map of all the bicycle around users and locate the closest bike after the registration. Then, the users can scan the Quick Response code in the app. After noticing the click within 10 seconds, users can start using the service and enjoy the ride. Students can easily park the bicycles at any of the designated parking zones, and switch to the next alternative mode of transportation such as bus or ride-hailing services (Chang, Song, He & Qiu, 2018). 'oBike' is one of the solution to reduce traffic congestion in commercial areas as bike user able to park the car further away and use oBike to the reach destination. It brings convenience to all especially the university students because they do not have to waste time in finding vehicle parking slots.

H2: There is a positive relationship between Environmental Awareness and Usage Intention of university students towards oBike.

Environmental awareness is defined as the tendency of behaviour to react to environmental issues in a certain manner (Ham, Horvat & Mrčela, 2016). Based on Zanotto (2014), the researcher stated that bike sharing helps to improve environmental sustainability, increase public's consciousness towards health, and provide more transportation alternatives.

Eco centrism and Anthropocentrism are the two drivers that make people conscious about the natural environment. According to Casas and Burgess (as cited in Cocks and Simpson, 2015), eco centrism is a behaviour which recognizes the fact of all living things have innate values regardless of the human's perception on their usefulness. This perception emphasizes on nature protection for the ecosystems and creatures to exist and live long. In contrast, anthropocentrism assumes human beings as the most significant entities on earth while having a thought "nature is valuable only it is valuable to humans", and this concept concerns on nature protection for the benefit of present and future generations (Cocks & Simpson, 2015).

Based on findings of Maria, Maffia, Silva and Gonçalves (2011), most university students have the reductionist concept – a concept about reducing environmental issues. Ahmad, Noor and Ismail (2015) discovered university students of Malaysia had high level of environmental awareness, high knowledge to environmental issues and good attitude towards environment. They have the interest to learn and adopt the practices that enable environment sustainability. This indicates that university students in Malaysia have either ecocentric or anthropocentric characteristic, whereby induces the usage intention of oBike.

H3: There is a positive relationship between Financial Saving and Usage Intention of university students towards oBike.

Malaysia attracts foreign investment into production and development of advance technology and services. Government has loosen restrictions on some service subsectors and revised fiscal policies to achieve a balanced budget by 2020 (Yeah,2018). This leads the Malaysian consumer price to increase from 1.4 percent to 1.8 percent (Rida, 2018). Due to the inflation, Malaysians are facing financial

pressure and choose to cut down expenditures. Based on Sadho (2015), the journalist discovered a survey saying Malaysia was ranked as the fifth most expensive country to get tertiary education. Thus, the high university education fees and living costs burden the students, and affect them to be financial conscious.

Based on The Star Online (2019), the diesel named RON95 was charged RM2.08 and RON97 was charged RM2.18 per litre. In contrast, most of the bike-sharing programs costing between RM170 and RM450 per year. Bike share service is comparatively less expensive than using cars. With bike share usage, an average of $631 per year is saved from personal transportation costs (Michelle, 2017). According to Fehr and Peers (2013), university students who use bike share as main transportation, can spend on average less than $50 per year.

Travel cost saving have occupied 25% of the reason why people choose bike share (Ricci, 2015). 'oBike' has introduced Super VIP (SVIP) membership for bike users, and it provides free unlimited rides daily without needing any deposit payment. 'oBike' offers SVIP package for 30 days' usage at only $5, 365 days' usage at $19, and 1095 days' usage at $49. These offers encourage intention to use oBike and this initiates the financial saving concept within oBike (Ho, 2017). When the value of financial saving exists in oBike, university students will have positive usage intention towards oBike (Joo, 2017).

H4: There is a positive relationship between Social Media Influence and Usage Intention of university students towards oBike.

Social media is defined as electronic tools that are relatively low price and possesses high accessibility to information, enabling information sharing, cooperation towards a common goal, or development of new friendships or

relationships (Jue, Marr, & Kassotakis, as cited in Warner-Soderholm et al., 2017). According to Jia, Liu and Liu (2018), awareness and acceptance of an individual towards new things can be affected by social media. They stated that social media influence has grown rapidly not only due to its functionality which allows audience to express their feelings at various forms and places, but also the ease to exchange ideas and build connections.

Trust can be built within social media community and it is a very important component to eliminate uncertainty in social media (Paliszkiewicz & Koohang, 2016). Wrightsman and Rotter (as cited in Paliszkiewicz and Koohang, 2016) also highlighted that trusting someone or something determines an individual has general expectancies to the trustworthiness of others. Based on the research done by Leeraphong and Mardjo (2013), most of the Internet users have beliefs in the online environment because they believed that technology provides a secure surrounding where trusted information and reviews are conveyed to them. Ranganathan and Jha (2009) stated that previous online experience relates strongly with usage intention. In Henry's study (as cited in Mastrodicasa, 2013), university students are tending to spend more time on social media and their sense of community influences their mind set as well as attitude, subsequently affects the usage intention of oBike positively.

2.5 Conclusion

In chapter 2, we discovered some theoretical models and formed a research framework for the investigation of relationship between IVs and DV. The methods utilized to conduct the research will be reviewed in the following chapter.

CHAPTER 3 METHODOLOGY

3.0 Introduction

The methodology mentioned on the university students' intention to use oBike will be discussed in chapter 3. In addition, the pilot test was carried out and proposed data analysis are discussed.

3.1 Research Design

Data collection technique and the functionality of the tools to evaluate data are involved in the research design (Burns & Bush, 2009). Quantitative research is adopted and it examines large number of population and summarizes the sample to wider group. The advantages would be low cost for research as small portion of people is used to symbolize the larger group (Swanson & Holton, 2005)

3.1.1 Quantitative Research

Quantitative approach is used for this study and it illustrates the characteristics of a large population (Mathiyazhagan & Nandan, 2010). Quantitative research is proposed to collect and examine quantifiable data by using the mathematically based methods (Aliaga & Gunderson, 2006). It is coordinated by collecting feedback in a formatted method in order to construct reliable statistics (Hale, 2011). Accumulating the numerical data for a particular question is concerned by quantitative research (Punch, 2014). This method

allows broader study and also able to use smaller group to make assumption out of bigger group of people that would be more high-cost to study (Mathiyazhagan & Nandan, 2010).

3.2 Sampling Design

3.2.1 Target Population

Target population is the number of selected people to be studied by researchers in order to obtain certain research objectives and certain results (Alvi, 2016), In order to ensure the data collected is related to the topic, researchers must ensure that the respondents are from the right target population. The target population in our research study are university students from several private universities in Malaysia which are UTAR Kampar, UMP Pahang and IIUM Selangor. The reason to choose these universities as our target population is because oBike system is available in these campuses**.**

3.2.2 Sampling Frame and Sampling Location

Sampling frame explained as the target population that consists the database of the potential respondents that invited to participate in the research project. According Turner (2003), the sampling frame is an arrangement of source materials which to choose and provide for several amount of the respondents to take part in the survey. Sampling frame will be unavailable because it is difficult for researchers to collect all the responses from the large population. Furthermore, some of the students may ignore the online survey because they might think that this is wasting their time. Hence, the best way for researchers

to distribute the questionnaire is through physical distribution. For sampling location, the questionnaire is collected from UTAR Kampar, UMP Pahang and IIUM Selangor. This is because oBike system only available in three of these universities in Malaysia.

3.2.3 Sampling Elements

Foundation, undergraduate and postgraduate students from UTAR Kampar, UMP Pahang and IIUM Selangor will be the sampling element of this study. The targeted respondents may consist of students with and without oBike experiences.

3.2.4 Sampling techniques

Sampling technique are divided to non-probability sampling and probability sampling. Probability samples included systematic, stratified, cluster sampling and simple random. However, non-probability samples included convenience, judgment, quota, and snowball sampling (Surbhi, 2016).

Convenience sampling method was used when distributing the questionnaires to the target audiences. It is a non-probability sample used to collect the data from the people who is available to participate in the research study (Sedgwick, 2013). Furthermore, convenience sampling also is the great way to obtain information because it requires limited budget and time management.

3.2.5 Sampling Size

Sampling size is important in the study because it enables to interpret the total target population in this research. The sample size that between 200 and 500 audiences are considered as minimum appropriate sample size (Comrey & Lee, 1992). Hence, 350 audiences were targeted in this research.

3.3 Data Collection Method

The use of the collected data is to explain the hypotheses of the research. In this research, primary data method was being used.

3.3.1 Primary Data

Primary data is an original data source that the researcher gathered precisely for the research's aim or assist researcher in specific problem solving (Ullah, 2014). Survey questionnaire method was used in this research because it is time-saving and cost-saving to collect large amount of data (Kelley, et al., 2003). Using survey questionnaire would be more standardized since the same survey questionnaire would be distributed to the respondents and it would be more convenient to conduct the survey collection. Therefore, survey became the data collection method and primary data would be collected by distributing 380 sets of survey questionnaires to gather the data from the university students from UTAR Kampar, UMP Pahang, and IIUM Selangor.

3.3.2 Questionnaire Design

The questionnaire was designed in English and it was printed and allocated to target audiences. The audiences are required to answer questions with several choices given. The questionnaire is divided to Section A, B and C.

In Section A, five questions were included to get general information. These questions can ensure the survey is given to the right audience to answer. There are two questions which are the respondents' gender and university in order to identify the respondents' demographic profile accurately. Section B consisted of 19 questions that designed to seek for the opinions on the usage intention to use oBike among university students in Malaysia. The independent variables which are convenience, financial saving and social media influence consists of 5 questions respectively. However, environmental awareness had only 4 questions. The purpose of Section C is to recognize the DV (UI) and it consisted of 4 questions in this part.

Table 3.2: Origin of Construct

Constructs	Variables	Definition	Measures	Sources
Perceived behavioral control	Convenience (C)	The degree of being convenient by using oBike.	• I can use oBike anytime.	Joo (2017)
			• I can avoid traffic jam by using an oBike.	Milakis (2014)
			• I consider that renting an oBike is easy for me. • I consider that returning an oBike is simple for me.	Shang & Chung (2015)

			• oBike station is close to my university.	Guo et al. (2017)
Attitude	Environmental Awareness (EA)	The degree of creating environmental awareness through oBike.	• Using an oBike can reduce environmental pollution.	Joo (2017)
			• Using an oBike can help to improve air quality.	Shaheen et al. (2018)
			• Using an oBike can reduce sound pollution. • Using an oBike takes up little space.	Fernández-Heredia et al. (2014)
Perceived behavioral controls	Financial Saving (FS)	The degree of financial saving through oBike.	• Using an oBike can save the cost of buying a new bike.	Hamari et al. (2016)
			• Using an oBike can reduce public transportation cost	Joo (2017),

			when travelling within a town.	
			• Using an oBike reduces petrol consumption.	Yin (2016)
			• Using an oBike reduces maintenance expenses. • Using an oBike reduces parking expenses.	Mateo-Babiano et al. (2017)
Subjective norms	Social media influence (SMI)	The degree of influence using oBike through social media.	• The information in social media influenced me to be more concerning on environmental issues.	Sigurdardottir et al. (2013)
			• When choosing products or services, social media is my priority for the gathering	Chen (2014)

			information.	
			• Reviews from social media will influence me to use oBike. • I alert to my Facebook friends liking products and business pages. • I aware to what products and pages are 'shared' on Facebook.	Richard (2014)
	Usage Intention (UI)	The degree of being willing to continuously use the oBike.	• I will use oBike. • I will recommend others to use oBike.	Joo (2017)
			• I prefer oBike than other transportation. • I will continue using oBike in the future.	Hamari et al. (2016)

3.3.3 Pilot Test

A pilot test is a mini version of review before the actual full-scale conducted which use specific pre-testing research instruments (Teijlingen & Hundley, 2002). Dikko (2016) stated that it is applied to discover the effectiveness of the research instrument and identify potential problems that required adjustments. In order to collect data for pilot test, 30 sets of survey were handed to the students from UTAR Kampar as it is the nearest location that contains oBike service. Based on Isaac and Michael (1995) and Hill (1998) mentioned that the respondents for a pilot test should be between 10 and 30 and respondents are required to give feedbacks toward the questionnaire.

According to Hamed (2016), face validity test is the judgement and measure towards the constructed questionnaire which is done subjectively. Face validity test was taken before distributing the questionnaire. The questionnaires were given to the academic experts from UTAR to review in order to collect the feedbacks.

The reliability test was tested after collecting the 30 set of questionnaires. Reliability test is an experiment that allowed to measure the consistency and stability over time or a variety of conditions (Stephanie, 2016). Cronbach's Alpha is known as the most common indicator to assess the test's internal consistency in order to measure the things interrelation within the study (Sekaran & Bougie, 2010). The Cronbach's Alpha value is considered excellent if it is above 0.9 and above 0.8 is considered as good; 0.7 is acceptable and 0.6 is questionable. However, 0.5 is considered as poor and less than 0.5 is considered unacceptable (George & Mallery, 2001).

Table 3.3: Reliability Analysis

Variables		Number of Items	Standardized Variable Cronbach's Alpha	Results of Reliability
Dependent Variables (DV)	Usage Intention (UI)	4	0.864216	Very Good
Independent Variables (IV)	Convenience (C)	5	0.868687	Very Good
	Environmental Awareness (EA)	5	0.863257	Very Good
	Financial Saving (FS)	5	0.883765	Very Good
	Social Media Influence (SMI)	5	0.896323	Very Good

Source: Data generated by SAS Enterprise Guide 7.1

Based on the table 3.3, the usage intention's alpha value is 0.864216 which is adequate. Overall, the Cronbach's Alpha value for each variable are more than 0.8 for this study. As shown in the table, the value of convenience is 0.868687 and environmental awareness is 0.863257; financial saving is 0.883765 and social media influence is 0.896323. This designated that the independent variables' alpha value of the research has a good reliability. However, academic supervisor suggested that one of the questions in environmental awareness should be removed as the question is inconsistent.

3.4 Proposed Data Analysis Tool

The function of SAS Enterprise Guide 7.1 is to interpret the collected data in this study. It is a tool that enables researchers to analyze data, publish results and it provides quick quantitative data analysis (SAS Institute Inc, n.d.).

3.4.1 Descriptive Analysis

Descriptive analysis is a method to interpret the input data that is describing, summarizing and transforming raw data into functional data (Zikmund, et al., 2010). This analysis includes frequency distribution which included response categories and frequency of responses within each category (Yaffee, 2003). It is also used to analyze demographic profile of respondents, which is including age, gender and education level.

3.4.2 Assumption Testing

The consistency, repeatability and stability of certain results are examined by using the reliability test (Twycross & Shields, 2005). It is to ensure the dependent and independent variables are free from error and reliable (Zikmund, 2003). This test uses Cronbach's Alpha Coefficient to determine the reliability of data and consistency between variables. As in the table 3.4, Manerikar and Manerikar (2015) listed the rules of thumb of Cronbach's Alpha Coefficient.

Table 3.4 Rules of Thumb of Cronbach's Alpha Coefficient Size

Cronbach's alpha (α)	Internal consistency
< 0.5	Unacceptable
0.5 to < 0.6	Poor
0.6 to < 0.7	Acceptable
0.7 to < 0.9	Good
α = 0.9 and above	Excellent

Sources: Manerikar & Manerikar (2015). A Peer Reviewed Research Journal.

3.4.3 Inferential Analysis

3.4.3.1 Pearson Correlation Coefficient Analysis

Pearson Correlation Coefficient Analysis is to measure the statistical relationship between two independent variables. It gives information about the correlation between variables and the direction of the relationship (Statistics Solution, 2018). This analysis aims to evaluate the relationship between environmental awareness, financial saving, convenience and social media influence. The element to determine strength of relationship is called Correlation Coefficient (r). There are four indications that explain the relationship:

- The increasing r value reflects the increasing association between two variables.
- If r = 1, two variables are having positive relationship.
- If r = -1, two variables are having negative relationship.
- If r = 0, two variables are not related to each other.

3.4.3.2 Multiple Regression Analysis

Multiple regression analysis is to study the impact of all IVs to the DV and it helps in developing regression equation which indicates the overall relationship (Burns & Bush, 2010). Coefficient of Determination predicts the strength and relationship between multiple IVs and dependent variable (DV), depending on the significance of the factors. The general formula equation of multiple linear regression is developed as shown:

$$Y= a + b1X1 + b2X2 + b3X3 + b4X4 + \dots + bkXk$$

The equation for this research is formed as below:

Y= A + b1 **(EA)** + b2 **(FS)** + b3 **(C)** + b4 **(SMI)**

Whereby,

Y = Usage Intention (UI) of oBike

A = constant

EA = Environmental Awareness

FS = Financial Saving

C = Convenience

SMI = Social Media Influence

Coefficient of Determination ranges from 0 to 1.0. The value of 0 indicates the DV cannot be predicted by IV; the value of 1.0 means that the DV can be predicted (Saunders, Russell & Crabb, 2012).

3.5 Conclusion

Chapter 3 discussed about the research methods adopted for this study. Further discussion on the related analyses results will be carried out in next chapter.

CHAPTER 4: DATA ANALYSIS

4.1 Introduction

In this chapter, the relevant results of hypotheses proposed and research questions will be showed. The outcomes generated by SAS Enterprise Guide 7.1 will be further interpreted and discussed.

4.2 Survey Response Analysis

Physical distribution is used to collect the data from UTAR Kampar, UMP Pahang and IIUM Selangor in this research. 380 sets of surveys are collected in total where 150 sets of surveys from UTAR Kampar and 100 sets from UMP Pahang and IIUM Selangor respectively. All responses collected are completely filled and 350 sets of surveys are valid to be used in the data analysis.

4.3 Descriptive Analysis

4.3.1 Respondents' Demographic Profile

4.3.1.1 Respondents' Identity

Table 4.1: Respondent's Identity

"Are you a university student?"

"Are you a university student?"	Frequency	Percent	Cumulative Frequency	Cumulative
Yes	350	100.00	350	100.00
No	0	0.00	350	100.00

4.3.1.2 Respondents' Gender

Table 4.2: Respondents' Gender

Gender				
Gender	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Male	177	50.57	177	50.57
Female	173	49.43	350	100.00

4.3.1.3 Respondents' University

Table 4.3: Respondents' University

University				
University	Frequency	Percent	Cumulative Frequency	Cumulative Percent
UTAR	150	42.86	150	42.86
UMP	100	28.57	250	71.43
IIUM	100	28.57	350	100.00

4.3.1.4 Respondents' Education Level

Table 4.4: Respondents' Education Level

Education level				
Education level	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Foundation	82	23.43	82	23.43
Undergraduate	196	56.00	278	79.43
Postgraduate	72	20.57	350	100.00
Others	0	0.00	350	100.00

4.3.1.5 Respondents' Experience of using oBike

Table 4.5: Experience of using oBike

Experience of using oBike ("Have you ever used an oBike before?")				
Experience of using oBike	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	225	64.29	225	64.29
No	125	35.71	350	100.00

A research of intention to use oBike among university students in Malaysia was conducted. As shown in the table above, total of 350 (100%) respondents differently from UTAR Kampar, UMP Pahang and IIUM Selangor answered the questionnaire in the research. Table 4.2 shows that 177 (50.57%) male respondents and 173 (49.43%) female respondents. The majority of the respondents of this research are male respondents from the 350 sets of surveys.

The major number of the respondents in this study are from UTAR Kampar with 150 (42.86%) respondents, followed by the students from UMP Pahang and IIUM Selangor with 100 (28.57%) respondents respectively. In this research, there are four education level which included Foundation, Undergraduate, Postgraduate and others. The majority of the respondents are from the undergraduate with 196 (56%) respondents following by foundation which is 82 (23.43%) respondents and postgraduate with 72 (20.57%) respondents. The proportion distribution of respondents' experience of using the oBike is presented in Table 4.5. There are 225 (64.29%) respondents have experience of using oBike and 125 (35.71%) of the respondents do not have the experience of using oBike.

4.4 Inferential Analysis

4.4.1 Pearson's Correlation Analysis

Table 4.6: Pearson's Correlation Coefficient Analysis

	C	EA	FS	SMI	UI
C	**1.0**				
EA	0.47370***	**1.0**			
FS	0.50947***	0.81886***	**1.0**		
SMI	0.50296***	0.73236***	0.66294***	**1.0**	
UI	0.49697***	0.64967***	0.70341***	0.66944***	1.0

Source: Developed for the research

Note: C = Convenience
EA = Environmental Awareness
FS = Financial Saving
SMI = Social Media Influence

UI = Usage Intention

***= $p < 0.01$

The values between 0 and 0.3 represent a weak relationship. Furthermore, the values between 0.3 and 0.7 shows a moderate relationship. Strong positive linear relationship appeared if the values are between 0.7 and 1.0 (Ratner, 2009).

Results from Table 4.6 showed all the independent variables are between 0.4 and 0.7. According to the results, convenience (0.49697), environmental awareness (0.64967), financial saving (0.70341) and social media influence (0.66944) have marked degree of correlations with usage intention.

4.4.2 Multiple Regression Analysis

4.4.2.1 Strength of Relationship

Table 4.7: Model Summary

Root MSE	0.68293	**R-Square**	0.5774
Dependent Mean	3.61286	**Adj R-Sq**	0.5725
Coeff. Var.	18.90273		

Source: Developed for the research

According to Chung (2013), R-Square (R^2) value larger than 0.5 determines a significant relationship. Burns and Bush (2009) also stated that high multiple R^2 indicates the results are having significant relationship. As R^2 in this study is 0.5774, it interprets that 57.74% of the result is significant to investigate the regression line. The usage intention to use oBike among university students in Malaysia is significantly influenced by all IVs at the percentage of 57.74%.

Table 4.8: ANOVA

Analysis of Variance					
Source	**DF**	**Sum of Squares**	**Mean Square**	**F Value**	**Pr>F**
Model	4	219.88706	54.97177	117.87	<.0001
Error	345	160.90508	0.46639		
Corrected Total	349	380.79214			

Source: Developed from the research

The F-value is 117.87 and P-value is <0.0001 as shown in table 4.9. In addition, it designates that all independent variables in the model have significant relationships between DV if the P-value is below 0.05. In other words, C, EA, FS and SMI are able to explain the variation in usage intention of oBike among university students in Malaysia.

Table 4.9: Parameter Estimates

Parameter Estimates							
Variable	**DF**	**Parameter Estimates**	**Standard Error**	**t Value**	**Pr > |t|**	**Standardized Estimate**	**Variance Inflation**
Intercept	1	-0.18533	0.18195	-1.02	0.3091	0	0
C	1	0.11863	0.04387	2.70	0.0072	0.11380	1.44563
EA	1	0.02179	0.07972	0.27	0.7848	0.01856	3.76793
FS	1	0.49056	0.07442	6.59	<.0001	0.41638	3.25805
SMI	1	0.35684	0.05922	6.03	<.0001	0.32257	2.33970

Source: Developed from the research

Note: C: Convenience

EA: Environmental Awareness

FS: Financial Saving

SMI: Social Media Influence

Dependent Variable: Usage Intention (UI)

Based on Table 4.9, t-value of C is 2.70, whereas FS and SMI has t-value of 6.59 and 6.03 respectively. Besides, the p-value of C is 0.0072 and the p-values of FS and SMI are below 0.0001. These three independent variables are significant to UI because the positive t-values and p-values that lower than 0.05. Therefore, C, FS and SMI have sufficient evidence to conclude that they are positively related to UI.

However, EA's t-value is 0.27 and p-value is 0.7848. It indicates this variable does not have significant relationship with UI. Hence, EA is not positively related to UI.

According to Akinwande, Dikko and Samson (2015), variables are moderately correlated if variance inflation value (VIF) is greater than 1 and multicollinearity issue occurs if VIF is greater than 5. The multicollinearity problem does not exist because the VIF is ranging from 1.44563 to 3.76793.

By referring to Table 4.9, multiple linear regression model formed an equation below:

$$\mathbf{UI = -0.18533 + 0.11863(C) + 0.49056(FS) + 0.35684(SMI)}$$

Whereby,

UI = Usage Intention

C = Convenience

FS = Financial saving

SMI = Social Media Influence

Based on the equation, there is an increase of 0.11863, 0.49056 and 0.35684 units in the Usage Intention (UI) for single unit of change in the independent variables of Convenience (C), Financial Saving (FS) and Social Media Influence (SMI).

4.5 Hypotheses Testing

H1: There is a positive relationship between Convenience and Usage Intention of university students towards oBike.

According to Table 4.9, the p-value that indicates significance between Convenience and Usage Intention is 0.0072, which is lower than 0.05. The result shows the convenience has significant influence towards usage intention of oBike among university students in Malaysia. It also proves that convenience and usage intention is having a positive relationship. Thus, H1 is accepted.

H2: There is a positive relationship between Environmental Awareness and Usage Intention of university students towards oBike.

P-value of Environmental Awareness is higher than 0.05 which is 0.7848 that proves there is no influence between environmental awareness and usage intention of oBike among university students in Malaysia. It also proves that environmental awareness and usage intention does not have a positive relationship. Therefore, H2 is rejected.

H3: There is a positive relationship between Financial Saving and Usage Intention of university students towards oBike.

Financial Saving has p-value that is lower than the maximum value of 0.05 ($p<0.0001$) which showed that financial saving is significant to usage intention of oBike among university students in Malaysia. It also proves that financial saving and usage intention has a positive relationship. Hence, H3 is accepted.

H4: There is a positive relationship between Social Media Influence and Usage Intention of university students towards oBike.

Based on Table 4.9, p-value of Social Media Influence is lower than the maximum value of 0.05 ($p<0.0001$). Hence, social media influence is significant towards the usage intention of oBike among university students in Malaysia. The value also presents that social media influence and usage intention has a positive relationship. Thus, H4 is accepted.

4.6 Conclusion

Chapter 4 indicated the outcomes and results of all analyses. By completing this chapter, we discovered Convenience, Financial Saving and Social Media Influence were positively related to the Intention to Use oBike.

Chapter 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

The major findings, implications and limitations will be discussed in this chapter. Moreover, recommendations will be proposed in order to support the research in the future.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analysis

5.1.1.1 Demographic Profile of Research Respondents

Total of 177 (50.57%) male respondents and 173 (49.43%) female respondents involved in this research. 150 of the university students are from UTAR Kampar and 100 of them are from UMP Pahang and IIUM Selangor. 350 of the respondents are from different education level. 196 (56%) of the respondents are from undergraduate, followed by the foundation with 82 (23.43%) respondents and postgraduate with 72 (20.57%) respondents. 225 (64.29%) of the respondents have the experience of using oBike and 125 (35.71%) do not have the experience of using oBike.

5.1.2 Scale Measurement of Research

5.1.2.1 Internal Reliability Test

Cronbach's Alpha is used to measure the reliability of the DV and IVs in this research. In this analysis, a total of 23 items were tested. All IVs and DV are dependable as the values exceeded 0.6 as shown in the results. The highest value of the Cronbach's Alpha is Convenience (C) with 0.9058, following by Social Media Influence (SMI), Environmental Awareness (EA) and Financial Saving (FS) which are 0.8615, 0.8524 and 0.8507. The Cronbach's Alpha for DV, Usage Intention (UI) is 0.8655.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Coefficient

Pearson Correlation analysis is carried out to investigate the strength of association among IV (C, EA, FS and SMI) and DV (UI). In Chapter 4, the result showed that four of the independent variables have positive relationships with dependent variable. FS has the strongest correlation with UI as its correlation coefficient is 0.70341, followed by SMI (0.66944), EA (0.64967) and lastly C (0.49697). All independent variables are significant to UI due to the p-values that are recorded as lower than 0.0001. This result proves that all independent variables have positive influence on UI.

5.1.3.2 Multiple Regression Analysis

In the multiple regression analysis, the F-value is 117.87 with a significant level less than 0.0001. Besides, the R^2 value of the analysis is 0.5774 which determines that 57.74% of the variation in the usage intention of oBike among

university students in Malaysia has been explained by these four independent variables (Convenience, Environmental Awareness, Financial Saving and Social Media Influence). Financial Saving and Social Media Influence have the p-value of less than 0.0001while Convenience has p-value of 0.0072. However, p-value of Environmental Awareness exceeded 0.05 which is 0.7848. This represents that Financial Saving, Social Media Influence and Convenience have a significant and positive relationship with UI, except Environmental Awareness.

Multiple regression equation below is constructed based on the multiple regression model:

UI = -0.18533 + 0.11863(C) + 0.49056(FS) + 0.35684(SMI)

The equation shows that Financial Saving has the strongest impact on Usage Intention of oBike among university students in Malaysia, while Environmental Awareness has the weakest influence on the usage intention.

5.2 Discussion of Major Findings

Table 5.1 Summary of the result of Multiple Linear Regression

Hypotheses	Parameter Estimate	Multiple Linear Regression	
		Result (p-value)	Supported / Not Supported
There is a positive relationship between convenience and usage intention of university students towards oBike.	0.11863	0.0072	Supported

There is a positive relationship between environmental awareness and usage intention of university students towards oBike.	0.02179	0.7848	Not Supported
There is a positive relationship between financial saving and usage intention of university students towards oBike.	0.49056	<.0001	Supported
There is a positive relationship between social media influence and usage intention of university students towards oBike.	0.35684	<.0001	Supported

Source: Developed from the research

H1: There is a positive relationship between Convenience and Usage Intention of University Students towards oBike.

Convenience is significant and it influences the usage intention of university students towards oBike positively. This is due to the high accessibility of the bike-share service where students can use the service at any time. Bike riding also provides flexibility for the students as it helps users to avoid traffic congestion and shorten the time of travelling which bring more convenience to the users. The finding is consistent with previous study of Giang, Trang, and Yen (2017) that indicates the usage intention of bike-share system may increase if consumers are able to control the timing of taking any transportation. Consumers are always aware of time management. Hence, bike sharing is being perceived as convenient because it allows them to use the service whenever they require. Ustadi and Shopi (2016) also found that easy access of transportation from one location to another is the reason influencing people's usage intention towards public transportation especially bike share.

H2: There is a less relationship between Environmental Awareness and Usage Intention of University Students towards oBike.

The major finding presents environmental awareness is insignificant to the usage intention of university students towards oBike. This is because young adults aware that environmental issues can be solved by many other ways instead of using bike-share system which creates less impact to the environmental improvement. They also perceive that their power is limited in improving the environment, thus they reduce their attention and make themselves less aware of the surroundings. According to McCourt (2018), China is currently having big issues in solving the dissemination of bikes at anywhere around the cities and those bikes no longer have owner to use it. Bike sharing is no longer supported by the nations because they do not aware about the contribution of bike-share system towards the environment. As a result, environment pollution occurs because the unused bikes turn to trash and being accumulated at parks and gardens which eventually polluting the environment. Godelnik (2014) also stated that biking provides less impacts in reducing air pollution because 23 million bike rides would offset only 10 minutes driving of cars and light trucks in US. In other words, bike sharing does not contribute much on improving environmental issues. Due to all the stated reasons, usage intention is not motivated among the university students.

H3: There is a positive relationship between Financial Saving and Usage Intention of University Students towards oBike.

Financial saving is showed as significant and having positive relationship among usage intention of university students towards oBike in the finding. Their intention to use oBike will increase because financial spending is their main concern and it greatly affects their usage intention. University students agree that oBike is more cost saving compared to other public transportation because bikes do not require

fuel to operate. Bikes also save the costs of road taxes, car park rates and maintenance fees. Gardner and Gaegauf (2014) stated that bike share users could save nearly 40% of their money on gasoline and more than 20% on parking expenses. In addition, the riders could also retreat themselves from using taxi and car as transportation which significantly reduces the money expenditures. Besides, Ismail, Ganji, Hafezi, Shokri, and Rahmat (2012) said that students are always alert of costs and prices when buying certain goods or services while Sabharwal (2016) proves that the main reason for students to save money is to meet emergency meets. These situations lead to increment in usage intention towards oBike.

H4: There is a positive relationship between Social Media Influence and Usage Intention of University Students of oBike.

According to the finding, social media will affect the usage intention of university students towards oBike. Social media act as the main source of information for students nowadays and the media successfully affect their mindset. Promotions and positive reviews from the community are able to influence their opinions towards the bike-share system and eventually increase their intent to try and use oBike. Chukwuere (2017) stated that the social media is believed to influence the young adults and it undoubtedly influence the human feelings as well as attitude. Besides, Kiran and Vasantha (2016) also proved that advancement in social media has gradually changed people's attitudes and intentions. A research done by Jia, Liu and Liu (2018) stated that social media and new media communication effectively attract audience to understand and know more about diverse things and improve the intention to try new services.

5.3 Implications of the Study

5.3.1 Theoretical Implication

In short, important contributions from this study are provided to the present and future knowledge in theoretical perspective. This research is beneficial to the investigators because there are limited numbers of research done on the intention to use oBike or other bike-sharing systems in Malaysia.

The new proposed framework can be used as resource and reference for future study that have related topic. It allows them to gain better understanding about the behaviour and attitude of university students when comes into bike sharing. Besides, it also helps researchers to understand the key determinants that affect their decisions and intentions. The framework and findings developed from this study are expected to reduce the research gap in investigating the university students' usage intention towards bike sharing, as well as acting as a foundation for bike-sharing service providers and even public transportation companies.

5.3.2 Managerial Implication

In this study, the intention to use oBike among university students in Malaysia was investigated by 4 variables. The aim of this research is to explore how Convenience, Environmental Awareness, Financial Saving and Social Media Influence impact the usage intention. Bike sharing system is growing in many developed and developing countries, and its performance goes beyond the expectation. Plus, its sustainability proves that the intention to use bike-share services is increasing. Hence, the new integrated framework in this study is vital for the development of bike sharing in the future.

The first IV, which is convenience, is positively related with the dependent variable of our study, usage intention of university students towards oBike. Therefore, oBike or bike sharing companies should carefully design the usage procedures and make it as simple as possible, in order to obtain more users. Besides, oBike should build more oBike stations that nearby the students' hostels as the current stations are only established in the campus which limit the chances of using oBike. This action allows students to reach the stations and use the bike sharing service at any time. In addition, oBike has to ensure the number of bikes provided are sufficient to serve the students in order to avoid the loss of business opportunity.

Environmental Awareness is insignificant to the usage intention of oBike among university students. Bike sharing providers should be attentive and aware of the current environmental issues especially the air pollution that caused by motor vehicles. The service providers also have to take the roles and responsibilities to make the public aware of this issue. Advertising such as video advertising, content advertising, and even physical campaigns in various locations can be done to raise the environmental awareness. This is an excellent practice in solving the environmental issues because the attention raised among the nations allows them to respond to the pollution. In response to these issues, bike share service become the easiest way and it eventually raises the usage intention of bike sharing system. In order for this service to sustain in Malaysia, commitment to raise environmental awareness cannot be vanished.

Financial Saving have a positive relationship with usage intention of oBike among university students. This provides that financial saving is one of the criteria for university students while choosing transportation. Hence, bike sharing service providers should produce a price scheme which fixes the price of using a bike in hour basis. oBike or other bike sharing services are suggested to limit its price per ride for not exceeding RM2.00 per hour because university students are highly

sensitive to prices. Moreover, oBike can also reduce the deposit amount that must be paid before users enjoy the service. Bike sharing companies can refer to oBike's price scheme and ensure the deposits are below RM49 per person. Money saving can also be achieved by giving free rides, for example "Buy 3 hours at once, free 1-hour ride" and "Buy 5 hours ride to enjoy 2 hours' free ride". These tactics are good to attract students' attention and allow them to feel the low-price advantage.

Lastly, social media is identified to have positive impact towards the intention to use oBike among university students in Malaysia. Due to these people are intelligent in using gadgets and accessing the internet, social media become the main channel where they seek for opinions and information. Therefore, oBike or bike sharing service providers should be active in social media such as Instagram, Twitter, Facebook and others which can connect with target audience seamlessly. Interesting contents and real time promotions should be published on the social media so that the online audience able to share the news to more people. Besides, the effort of uploading articles and contents related to bike sharing from popular Malaysian online content creators is also a good way to engage with university students. This helps to generate the usage intention of bike sharing services in Malaysia due to the credibility of authors and influencers.

5.4 Limitations of the Study

The limitation that need to be concerned is this study was only coordinated in Malaysia. The outcomes obtained may less generalized due to the discrepancy of culture between Malaysia and other countries. As university students in Malaysia is the specific audiences that targeted in this research. Therefore, the target group is limited. In addition, due to the oBike service is only available in three campuses, which are UTAR, UMP and IIUM, data was being collected under limited resources available and place.

Quantitative research method is focusing more on understanding the researchers' opinions and the results may tend to fit the expectation of researchers. In addition, it is less likely to observe the perspectives of target respondents. This research method establishes a barrier to further study the respondents' thinking, emotions, attitudes and behavior because it only emphasizes on the quantified data. As a result, it is difficult to know respondents' psychological states and personal traits when responding the survey.

5.5 Recommendations for Future Study

In short, similar study into other settings like Western or Southeast Asia countries in the future are recommended. It enables the researchers to make precise comparison between the factors, including the cultural factor which has great effect on usage intention of bike sharing. It also improves the future research by gaining better generalization and eventually making the study applicable in the countries that have different cultural background from Malaysia.

Besides, future researches are suggested to target more locations while conducting data collection. In Malaysia, there are a few popular tertiary education institutions located in Penang, Melaka, Johor, Sabah and Sarawak. These locations are suitable to be targeted on due to the existence of university students. Moreover, researchers should target different group of respondents such as generation X, Y and Z. This allows researchers to obtain more data from the people who were born and raised in diverse backgrounds. Plus, researchers are able to obtain more precise information about the likelihood of using bike sharing services.

Furthermore, future researchers are encouraged to use qualitative research than quantitative research. It is because setting up group interviews or face to face interviews allows researchers to explain the research background and research objectives to the respondents before collecting data from them. It also enables the researchers to collect the information of human behavior, emotions and personality characteristics that quantitative research do not offer. Interviews could be time consuming but researchers can gain respondents' participation on the spot and obtain more accurate data for the study.

5.6 Conclusion

In closing, the objective of this research is to investigate the factors that affecting the usage intention of university students in Malaysia towards oBike. As overall result of this study shown that all the IVs in the framework are found to have positive relationships with the usage intention of oBike except environmental awareness. Besides, theoretical and managerial implications, limitations of the study and recommendations are being studied after all the analyses and discussions of major findings. This chapter provides useful information that beneficial to the practitioners, future researchers and business marketers in the future.

REFERENCES

Abadi, H. R. D., Ranjbarian, B., & Zade, F. K. (2012). Investigate the customers' behavioral intention to use mobile banking based on TPB, TAM and perceived risk (a case study in Meli Bank). *International Journal of Academic Research in Business and Social Sciences*, *2*(10), 312.

Ahmad, A. (2017). Bike-sharing may change our cities. *New Straits Time*. Retrieved from https://www.nst.com.my/cbt/2017/09/278219/bike-sharing-may-change-our-cities

Ahmad, J., Noor, S. M., & Ismail, N. (2015). Investigating Students' Environmental Knowledge, Attitude, Practice and Communication. *Asian Social Science, 11*(16). doi:10.5539/ass.v11n16p284

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50(2),* 179-211. https://doi.org/10.1016/0749-5978(91)90020-T

Akar, G., & Clifton, K. J. (2009). Influence of Individual Perceptions and Bicycle Infrastructure on Decision to Bike. *Journal of the Transportation Research Board, 2140,* 165-172. doi: https://doi.org/10.3141/2140-18

Akinwande, M. O., Dikko, H. G., & Samson, A. (2015). Variance Inflation Factor: As a Condition for the Inclusion of Suppressor Variable(s) in Regression Analysis. *Open Journal of Statistics,* 5, 754 – 767. http://dx.doi.org/10.4236/ojs.2015.57075

Aliaga, M., & Gunderson, B. (2006). *Interactive statistics*. Upper Saddle River, N.J: Pearson Prentice Hall.

Alvi, M. H. (2016). *A Manual for Selecting Sampling Techniques in Research.* Retrieved February 22, 2019, from https://mpra.ub.uni-muenchen.de/70218/1/MPRA_paper_70218.pdf

Ashish, H. (2012). Implementation of a Bike Sharing Program on Washington University's Danforth Campus. Retrieved January 22, 2019, from https://engineering.wustl.edu/current-students/student-services/ecc/documents/heda.pdf.

Awais, M. (2014). Self-control & Saving Habits. *Asian Journal of Engineering, Sciences & Technology*, *4*(2).

Baginda, A. R. (2017). Social media and the lost generation. *New Straits Times.* Retrieved from https://www.nst.com.my/news/2017/01/208382/social-media-and-lost-generation

Bardhi, F., & Eckhardt, G. M. (2012). Access-Based Consumption: The Case of Car Sharing. *Journal of Consumer Research, 39*(4), 881-898. doi:10.1086/666376

Bishop, L. (2019). *What Effect is Social Media Having on Society?* Retrieved February 5, 2019, from https://umidigital.co.uk/blog/affect-social-media-society/

Borneo Post Online. (2017). *Influencing through social media.* Retrieved from http://www.theborneopost.com/2017/08/19/influencing-through-social-media/

Burns, A.C., & Bush, R.F. (2014). Marketing research (7th ed.). New Jersey: Prentice Hall Retrieved from https://www.nst.com.my/news/2017/01/208382/social-media-and-lost-generation

Chang, S., Song, R., He, S., & Qiu, G. (2018). Innovative Bike-Sharing in China: Solving Faulty Bike-Sharing Recycling Problem. *Journal of Advanced Transportation*, 2018, 1-10. doi:10.1155/2018/4941029

Cheetah Lab (2018). Report on Global Development of Bike-sharing. Retrieved January 12, 2019, from http://data.cmcm.com/report/detail/260

Chen, Y., & Salmanian, W. (2017). *User Acceptance in the Sharing Economy: An explanatory study of Transportation Network Companies in China based on UTAUT2* (Master's thesis, Jönköping University). Retrieved from http://urn.kb.se/resolve?urn=urn:nbn:se:hj:diva-38100

Cheng, H., & Huang, S. (2013). Exploring antecedents and consequence of online group-buying intention: An extended perspective on theory of planned behavior. *International Journal of Information Management, 33(1),* 185-198. doi:10.1016/j.ijinfomgt.2012.09.003

Cho, V., Cheng, T. E., & Lai, W. J. (2009). The role of perceived user-interface design in continued usage intention of self-paced e-learning tools. *Computers & Education, 53*(2), 216-227. doi:10.1016/j.compedu.2009.01.014

Choong, M. Y. (2015). Awarded for their green dreams. *The Star Online*. Retrieved from https://www.thestar.com.my/metro/community/2015/04/27/awarded-for-their-green-dreams-company-recognised-for-encouraging-more-ecofriendly-buildings-in-mala/

Chu, S. C. (2011). Viral advertising in social media: Participation in Facebook groups and responses among college-aged users. *Journal of interactive advertising, 12*(1), 30-43. doi:10.1080/15252019.2011.10722189

Chukwuere, J. E., & Chukwuere, P. C. (2017). The Impact of Social Media on Social Lifestyle: A Case Study of University Female Students. *Gender & Behaviour 2017,* 9928-9938.

Chung, M. K. (2013). R^2. Retrieved January 5, 2019, from http://www.stat.wisc.edu/~mchung/papers/R2.pdf

Clean Malaysia. (2017). *Air Pollution is "Worse than You Think".* Retrieved February 20, 2019, from https://cleanmalaysia.com/2017/08/24/air-pollution-worse-think/

Cocks, S., & Simpson, S. (2015). Anthropocentric and Ecocentric: An Application of Environmental Philosophy to Outdoor Recreation and Environmental Education.*Journal of Experiential Education*, *38*(3), 216- 227.

Cole, H. L., Mailath, G. J., & Postlewaite, A. (1992). Social norms, savings behavior, and growth. *Journal of Political economy*, *100*(6), 1092-1125.

Comrey & Lee. (1992). Recommended Sample Size for Conducting Exploratory Factor Analysis on Dichotomous Data. *Digitalcommons*. Retrieved from https://digitalcommons.wayne.edu/cgi/viewcontent.cgi?article=1390&context=jmasm

Dikko, M. (2016). Establishing Construct Validity and Reliability: Pilot Testing of a Qualitative Interview for Research in Takaful (Islamic Insurance). *The Qualitative Report*, 21(3), 521-528. Retrieved from http://nsuworks.nova.edu/tqr/vol21/iss3/6download?doi=10.1.1.925.7324&rep=rep1&type=pdf

Erdoğmuş, İ. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioral Sciences*, *58*, 1353-1360.

Felix, R. (2018). Bike Sharing Click into Higher Gear. Retrieved January 14, 2019, from https://www.statista.com/chart/14542/bike-sharing-programs-worldwide/.

Feng, P. Y., & Li, W. Q. (2016). Willingness to Use a Public Bicycle System: An Example in Nanjing City. Retrieved from http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1404&context=jpt

Fernández-Heredia, Á, Monzón, A., & Jara-Díaz, S. (2014). Understanding cyclists' perceptions, keys for a successful bicycle promotion. *Transportation Research Part A: Policy and Practice, 63*, 1-11. doi:10.1016/j.tra.2014.02.013

Fielding, K. S., Mcdonald, R., & Louis, W. R. (2008). Theory of planned behaviour, identity and intentions to engage in environmental activism. *Journal of Environmental Psychology, 28*(4), 318-326. doi:10.1016/j.jenvp.2008.03.003

Fishman, E. (2016). Bikeshare: A review of recent literature. *Transport Reviews, 36*(1), 92-113.

Fishman, E., Washington, S., & Haworth, N. (2012). Barriers and facilitators to public bicycle scheme use: A qualitative approach. *Transportation Research Part F: Traffic Psychology and Behaviour, 15*(6), 686-698. https://doi.org/10.1016/j.trf.2012.08.002

Gardner, C., & Gaegauf, T. (2014). White Paper on the Social, Environmental and Economic Effects of Bikesharing. Retrieved from https://www.academia.edu/7934412/The_Impact_of_Bikesharing_White_Paper_on_the_Social_Environmental_and_Economic_Effects_of_Bikesharing

Giang, P. T., Trang, P. T., & Yen, V. T. (2017). An Examination of Factors Influencing the Intention to Adopt Ride-Sharing Applications: A Case Study in Vietnam. *Imperial Journal of Interdisciplinary Research (IJIR), 3*(10), 618-623. Retrieved from https://www.onlinejournal.in/IJIRV3I10/095.pdf.

Godelnik, R. (2014). The Value of Bike Sharing: Looking Beyond Carbon Emissions. Retrieved February 15, 2019 from https://www.triplepundit.com/story/2014/value-bike-sharing-looking-beyond-carbon-emissions/41181?fbclid=IwAR1doKoN4Nt48omZ075Xs4

Goh, K. Y., Heng, C. S., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user-and marketer-generated content. *Information Systems Research*, *24*(1), 88-107.

Groot, J. D., & Steg, L. (2007). General Beliefs and the Theory of Planned Behavior: The Role of Environmental Concerns in the TPB. *Journal of Applied Social Psychology, 37(8),* 1817-1836. doi:10.1111/j.1559-1816.2007.00239.x

Guest Contributor (2015). 8 of the World's Best Bike Sharing Programs. Ecowatch. Retrieved from https://www.ecowatch.com/8-of-the-worlds-best-bike-sharing-programs-1882105476.html

Guo, Y., Zhou, J., Wu, Y., & Li, Z. (2017). Identifying the factors affecting bike-sharing usage and degree of satisfaction in Ningbo, China. *Plos One*, 12(9). doi:10.1371/journal.pone.0185100

Gvoth, P. (2011). *Economic Benefits Analysis. The'Other-Side'of Cost*. CASK TECHNOLOGIES LLC SAN DIEGO CA.

Hale, J. (2011). The 3 Basic Types of Descriptive Research Methods. Psych Central. Retrieved from http://psychcentral.com/blog/archives/2011/09/ 27/the-3-basic-types-of-descriptive-research-methods/

Ham, M., Horvat, M., & Mrčela, D. (2016). Defining Environmental Awareness [Review of the book *Contemporary Entrepreneurship, Business, and Economic Issues*]. *Insights for measuring environmental awareness, 29*(1), 159-175.

Hamari, J., Ukkonen, A., & Sjöklint, M. (2016). The Sharing Economy: Why People Participate in Collaborative Consumption. *Journal of the Association for Information Science and Technology*, 67(9), 2047-2059. doi:10.1002/asi.23552

Handy, S., Wee, B. V., & Kroesen, M. (2014). Promoting Cycling for Transport: Research Needs and Challenges. *Transport Reviews, 34*(1), 4-24. doi:10.1080/01441647.2013.860204

Heinen, E., Wee, B. V., Maat, K. (2009). Commuting by Bicycle: An Overview of the Literature. *Journal of Transport Reviews, 30*(1), 59-96. doi: 10.1080/01441640903187001

Hill, R. (1998). What sample size is "enough" in internet survey research? Interpersonal Computing and Technology: *An Electronic Journal for the 21st Century*, 6(3-4). Retrieved from http://www.reconstrue.co.nz/IPCT-J%20Vol%206%20Robin%20hill%20SampleSize.pdf

Ho, Z. (2017). oBike Bike-Sharing In Malaysia. Retrieved March 7, 2019, from http://autoworld.com.my/news/2017/05/16/obike-bike-sharing-service-in-malaysia/.

Howells, K. (2017). Obike expands into ten new countries. *Bikebiz*. Retrieved February 19, 2019, from https://www.bikebiz.com/landscape/obike-expands-into-ten-new-countries-

Iruguthu, E. W. (2014). *Factors That Influence Customer Satisfaction in Savings and Credit Cooperatives (SACCOS) In Kenya: A Case Study of Balozi Sacco* (Doctoral dissertation, United States International University-Africa).

Isaac, S., & Michael, W. B. (1995). *Handbook in research and evaluation*. San Diego, CA: Educational and Industrial Testing Services.

Ismail, A., Ganji, M., Hafezi, M. H., Shokri, F., & Rahmat, R. A. A. (2012). An analysis of travel time in multimodal public transport. *Australian Journal of Basic and Applied Sciences, 6*(12), 165-172.

Jia, L., Liu, X., & Liu, Y. (2018). Impact of Different Stakeholders of Bike-Sharing Industry on Users' Intention of Civilized Use of Bike-Sharing. *Sustainability*, 10(5), 1437. https://doi.org/10.3390/su10051437

Joo, J. (2017). Motives for Participating in Sharing Economy: Intentions to Use Car Sharing Services. *Journal of Distribution Science, 15*(2), 21-26. doi:10.15722/jds.15.2.201702.21

Kaplan, S., Manca, F., Nielsen, T. A., & Prato, C. G. (2015). Intentions to use bike-sharing for holiday cycling: An application of the Theory of Planned Behavior. *Tourism Management, 47*, 34-46. doi:10.1016/j.tourman.2014.08.017

Kari, T., & Makkonen, M. (2014). Explaining the usage intentions of exergames. In *Thirty Fifth International Conference on Information Systems, Auckland 2014*. Association for Information Systems (AIS).

Keat, L. K., Yaacob, N. M., & Hashim, N. R. (2016). Campus Walkability In Malaysian Public Universities: A Case-Study Of Universiti Malaya. *Planning Malaysia Journal, 14*(5). doi:10.21837/pmjournal.v14.i5.196

Kelley, K., Clark, B., Brown, V., & Sitzia, J. (2003). Good practice in the conduct and reporting ofjoo survey research. *International Journal for Quality in Health Care, 15*(3), 261-266. doi:10.1093/intqhc/mzg031

Khor, M. (2016). Act on air pollution, the silent killer. *The Star Online*. Retrieved from https://www.thestar.com.my/opinion/columnists/global-trends/2016/10/24/act-on-air-pollution-the-silent-killer-curb-the-problem-for-it-kills-eight-million-people-yearly-wor/

Kiran, P., & Vasantha, S. (2016). Transformation of Consumer Attitude through Social Media towards Purchase Intention of Cars. *Indian Journal of Science and Technology, 9*(21). doi:10.17485/ijst/2016/v9i21/92608

Lee, A. R., & Kim, K. K. (2018). Customer benefits and value co-creation activities in corporate social networking services. *Behaviour & Information Technology*, 1-18.

Lee, I. (2019). [Updated] Fuel Price Now Versus Then. Retrieved February 7, 2019, from https://www.imoney.my/articles/latest-petrol-prices-malaysia.

Lee, J. (2013). *Why Cities Are Supporting Bike Sharing Programs.* Retrieved February 20, 2019 from https://www.triplepundit.com/special/business-of-biking/cities-supporting-bike-sharing-programs/

Leeraphong, A., & Mardjo, A. (2013). Trust and Risk in Purchase Intention through Online Social Network: A Focus Group Study of Facebook in Thailand. *Journal of Economics, Business and Management, 1*(4), 314-318.

Li, X., Zhang, Y., Sun, L., & Liu, Q. (2018). Free-Floating Bike Sharing in Jiangsu: Users' Behaviors and Influencing Factors. Energies, 11(7), 1664. doi:10.3390/en11071664

Liao, C., Chen, J. L., & Yen, D. C. (2007). Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: An integrated model. *Computers in human behavior*, *23*(6), 2804-2822.

Lin, K. Y., & Lu, H. P. (2011). Why people use social networking sites: An empirical study integrating network externalities and motivation theory. *Computers in human behavior, 27*(3), 1152-1161.

Lois, D., Moriano, J. A., & Rondinella, G. (2015). Cycle commuting intention: A model based on theory of planned behaviour and social identity. *Transportation research part F: traffic psychology and behaviour, 32*, 101-113.

Ma, Q. G., & Wang, K. (2009). The effect of positive emotion and perceived risk on usage intention to online decision aids. *CyberPsychology & Behavior*, *12*(5), 529-532.

Mahmood, J., Dahlan, H. M., Hussin, A. R., & Ahmad, M. A. (2016). Review on Knowledge Sharing Behavior Studies: Theories and Research Approaches. *Indian Journal of Science and Technology, 9(34),* 1-8. doi:10.17485/ijst/2016/v9i34/100834

Maichum, K., Parichatnon, S., & Peng, K. (2016). Application of the Extended Theory of Planned Behavior Model to Investigate Purchase Intention of Green Products among Thai Consumers. *Sustainability, 8*(10), 1077. doi:10.3390/su8101077

Makki, S., Surat, M., Che-Ani, A. I., Farkisch, H., & Mokhtarian H.R. (2012). The Importance of Design Characteristics in Walking from Student's Perspective: A Case Study in Universiti Kebangsaan Malaysia. *Journal of Building Performance, 3(1),* 42-49. Retrieved from http://spaj.ukm.my/jsb/index.php/jbp/article/view/53

Manerikar, V., & Manerikar, S. (2015). Cronbach's alpha. *A Peer Reviewed Research Journal – Aweshkar, XIX* (1), 117-119.

Maria, A., Maffia, C., Silva, E., & Gonçalves L. A. (2011). Environment and environmental awareness: how university students conceive and act (Doctoral dissertation). Retrieved from http://citeseerx.ist.psu.edu/viewdoc/

Mastrodicasa, J. (2013). The Impact of Social Media on College Students. *Journal of College & Character*, 14(1), 21-29. doi: 10.1515/jcc-2013-0004

Mateo-Babiano, I., Kumar, S., & Mejia, A. (2017). Bicycle sharing in Asia: A stakeholder perception and possible futures. *Transportation Research Procedia, 25*, 4966-4978. doi:10.1016/j.trpro.2017.05.375

Mathiyazhagan, T., Nandan, D. (2010). Survey Research Method Journal. Retrieved from https://vdocuments.site/documents/survey-research-method-journal.html

McCourt, D. (2018). Mean or green: is bike sharing good for the environment? Retrieved February 22, 2019, from https://www.androidpit.com/is-bike-sharing-green

Michelle, G. (2017). Capital Bikeshare users save an average of $631 per year on travel cost. Retrieve from https://dc.curbed.com/2017/6/21/15847138/capital-bikeshare-cost-travel.

Milakis, D. (2014). Will Greeks Cycle? Exploring Intention and Attitudes in the Case of the New Bicycle Network of Patras. *International Journal of Sustainable Transportation, 9*(5), 321-334. doi:10.1080/15568318.2013.770586

Mustafa, Z. (2017). Students on a budget. *New Straits Times.* Retrieved March 7, 2019, from https://www.nst.com.my/news/2017/03/218805/students-budget

Nair, V. (2017). Bike-sharing service already has 20,000 users. *The Star Online*. Retrieved from https://www.thestar.com.my/metro/community/2017/06/15/ bikesharing-service-already-has-20000-users/

Nathan, Y. (2017). KL positive on bike-sharing, may encourage more players. *The Star Online.* Retrieved from https://www.thestar.com.my/metro/metro-news/2017/10/22/kl-positive-on-bike-sharing-may-encourage-more-players/

Ng, Fintan. (2017). Malaysian consumers will continue to face higher living costs. *The Star Online.* Retrieved from https://www.thestar.com.my/business/business-news/2017/09/21/price-pressures-remain/

Ng, K. (2017). The need for a more bike-friendly Malaysia. *FMT News.* Retrieved from http://www.freemalaysiatoday.com/category/opinion/2017/09/15/the-need-for-a-more-bike-friendly-malaysia/

Njoroge, R. (2011). Impacts of Social Media Among the Youth on Behaviour Change: *A Case Study of University Students in Selected Universities in Nairobi, Kenya*. Masters Thesis. Nairobi, University of Nairobi.

Noble, S., Spann, M. N., Tokoglu, F., Shen, X., Constable, R. T., & Scheinost, D. (2017). Influences on the Test–Retest Reliability of Functional Connectivity MRI and its Relationship with Behavioral Utility. *Cerebral Cortex, 27*(11), 5415-5429. doi:10.1093/cercor/bhx230

Nordlund, A. M., & Garvill, J. (2003). Effect on values, problem awareness, and personal norm on willingness to reduce personal car use. *Journal of Environmental Psychology, 23*(4), 339-347. doi: https://doi.org/10.1016/S0272-4944(03)00037-9

Nysveen, H., Pedersen, P. E., & Thorbjørnsen, H. (2005). Explaining intention to use mobile chat services: moderating effects of gender. *Journal of consumer Marketing*, *22*(5), 247-256.

Pai, J.T., & Pai, S.Y. (2014). User Behaviour Analysis of the Public Bike System in Taipei. *International review for spatial planning and sustainable development, 3*(2), 39-52. doi: https://doi.org/10.14246/irspsd.3.2_39

Paliszkiewicz, J., & Koohang, A. (2016). Chapter 4: Trust in Social Media Environment. *Social Media and Trust: A Multinational Study of University Students* (pp.69-78). Santa Rosa, California: Informing Science Press.

Park, J., Kim, J., & Koh, J. (2010). Determinants of continuous usage intention in web analytics services. *Electronic Commerce Research and Applications, 9*(1), 61-72.Pearson Prentice Hall.

Punch, K. F. (2014). *Introduction to social research quantitative and qualitative approaches*. Los Angeles, CA: SAGE.

Qualman, E. (2010). *Socialnomics: How social media transforms the way we live and do business*. John Wiley & Sons.

Ranganathan, C., & Jha, S. (2009). Chapter XII- Examining Online Purchase Intentions in B2C E-Commerce: Testing an Integrated Model. *Information Resources Management Journal (IRMJ),* 20(4), 213-214.

Ratner, B. (2009). The correlation coefficient: Its values range between 1/−1, or do they? *Journal of Targeting, Measurement and Analysis for Marketing, 17(*2), 139-142. doi:10.1057/jt.2009.5

Richard, J., & Guppy, S. (2014). Facebook: Investigating the influence on consumer purchase intention. *Asian Journal of Business Research, 4*(2). doi:10.14707/ajbr.140006

Rikwentishe, R., Pulka, B., & Msheliza, S. (2015). The Effects of Saving and Saving Habits on Entrepreneurship Development. *European Journal of Business and Management,7*(23).

Rosli, L. (2018). Higher oil price makes fuel subsidy less viable. New Straits Times. Retrieved December 23, 2018 from

https://www.nst.com.my/business/2018/05/374468/higher-oil-price-makes-fuel-subsidy-less-viable

Rossi, A. N., & Armstrong, J. B. (1999). Theory of reasoned action vs. theory of planned behavior: Testing the suitability and sufficiency of a popular behavior model using hunting intentions. *Human Dimensions of Wildlife, 4*(3), 40-56. doi:10.1080/10871209909359156

Sabharwal, A. (2016). Contested Affluence: Cultural Politics of Pashmina Wealth and Wildlife Conservation in Ladakh. *The Economics of Ecology, Exchange, and Adaptation: Anthropological Explorations Research in Economic Anthropology,* 77-113. doi:10.1108/s0190-128120160000036004

Sadho, R. (2015). Malaysia is the 5th Most Expensive Country In the world to get a Degree. Retrieved from https://says.com/my/lifestyle/high-cost-of-varsity-degree-malaysia-fifth-most-expensive-country-to-get-tertiary-education.

Sani, R. (2018). How to fund higher education. *New Straits Times.* Retrieved January 11, 2019 from https://www.nst.com.my/education/2018/02/337495/how-fund-higher-education

SAS Institute Inc. (n.d.). SAS ENTREPRISE GUIDE – Access the power of SAS from a point-and-click Windows interface. Retrieved from https://www.sas.com/en_us/software/enterprise-guide.html

Saunders, L. J., Russell, R. A., & Crabb, D. P. (2012). The coefficient of determination: what determines a useful R^2 statistic? *Invest Ophthalmol Vis Sci, 53* (11). doi: 10.1167/iovs.12-10598.

Sedgwick, P. (2013). Convenience sampling. *Bmj, 347*. doi:10.1136/bmj.f6304

Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill-building approach*. New York: Wiley.

Setiawan, R., Santosa, W., & Sjafruddin, A. (2015). Effect of Habit and Car Access on Student Behavior Using Cars for Traveling to Campus. *Procedia Engineering, 125*, 571-578. doi:10.1016/j.proeng.2015.11.063

Sigurdardottir, S. B., Kaplan, S., Møller, M., & Teasdale, T. W. (2013). Understanding adolescents' intentions to commute by car or bicycle as adults. *Transportation Research Part D: Transport and Environment, 24*, 1-9. doi:10.1016/j.trd.2013.04.008

Surbhi. S. (2016). Difference Between Primary and Secondary Data. *Key Difference*. Retrieved from https://keydifferences.com/difference-between-primary-and-secondary-data.html

Swanson, R.A., & Holton, E. F. (2005). *Research in organizations: Foundations and methods in inquiry*. Berrett-Koehler Publishers.

Tam, M. (2018). Fuel prices stay the same. *The Star Online*. Retrieved from https://www.thestar.com.my/news/nation/2018/05/16/fuel-prices-stay-the-same/

Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *SSRN Electronic Journal*. doi:10.2139/ssrn.3205040

Teijlingen, E. V., & Hundley, V. (2002). The importance of pilot studies. *Nursing Standard,16*(40), 33-36. doi:10.7748/ns2002.06.16.40.33.c3214

Thakur, R., & Srivastava, M. (2014). Adoption readiness, personal innovativeness, perceived risk and usage intention across customer groups for mobile payment services in India. *Internet Research*, *24*(3), 369-392.

The Independent. (2017). Singapore bike-sharing app oBike expands to Malaysia, giving it first- mover advantage. Retrieved from

http://theindependent.sg/singapore-bike-sharing-app-obike-expands-to-malaysia-giving-it-first-mover-advantage/.

The Nielson Company. (2014). Rising Middle Class Will Drive Global Automotive Demand in the Coming Two Years. Retrieved from http://www.nielsen.com/my/en/insights/reports/2014/rising-middle-class-will-drive-global-auto-demand-in-the-coming-two-years.html

The Star Online. (2019). Weekly fuel prices: RON97 up by five sen, RON95 and diesel unchanged Retrieved March 3, 2019, from https://www.thestar.com.my/news/nation/2019/03/01/weekly-fuel-prices-ron97-up-by-five-sen-ron95-and-diesel-unchanged/

Turner, G. A. (2003). Sampling frames and master samples. *UNITED NATIONS SECRETARIAT Statistics Division*. Retrieved from https://unstats.un.org/UNSD/demographic/meetings/egm/Sampling_1203/docs/no_3.pdf

Twycross, A., & Shields, L. (2005). Validity and reliability – what's it all about? Part 3: Issues relating to qualitative studies. *Paediatric nursing, 17*(1), 36. doi: 10.7748/paed2005.02.17.1.36.c965

Ullah, M. I. (2014). *Primary and Secondary Data in Statistics*. Retrieved January 11, 2019 from http://itfeature.com/statistics/primary-and-secondary-data-in-statistics

UMP News (2017). Obike Offers Bicycle Sharing Services For UMPians. Retrieved March 15, 2019 from http://news.ump.edu.my/campus-life/obike-offers-bicycle-sharing-services-umpians

Ustadi, M. N., & Shopi, N. A. (2016). A Study towards the Efficiency of Public Transportation Hub Characteristics: A Case Study of Northern Region,

Peninsular Malaysia. *Procedia Economics and Finance, 35*, 612-621. doi:10.1016/s2212-5671(16)00075-7

Van der Heijden, H., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: contributions from technology and trust perspectives. *European journal of information systems, 12*(1), 41-48.

Walker, A. (2018). Can dockless and station-based bike-share programs coexist? Curbed. Retrieved from https://www.curbed.com/2018/5/30/17390264/bike-sharing-dockless-bicycles-cities

Warner-Soderholm, G., et al. (2017). Who trusts social media? *Computers in Human Behavior*, 81, 303-315. https://doi.org/10.1016/j.chb.2017.12.026
Willingness to Participate in Public Bicycle Projects and Intervention Strategies –A Case Study of Jiangsu Province, China. Retrieved from http://www.mdpi.com/2071-1050/8/4/349/htm

Yaffee, R. A. (2003). A Primer for Panel Data Analysis. Retrieved November 24, 2018, from http://web.pdx.edu/~crkl/ec510/pda_yaffee.pdf

Yang, R., & Long, R. (2016). Analysis of the Influencing Factors of the Public Bicycle Projects and Intervention Strategies –A Case Study of Jiangsu Province, China. Retrieved from http://www.mdpi.com/2071-1050/8/4/349/htm

Yeah, K, L. (2018). Malaysia's Budget 2019: *The New Government's Fiscal Priorities, Challenges and Opportunities*. Retrieve from https://www.iseas.edu.sg/images/pdf/ISEAS_Perspective_2018_80@50.pdf.

Yu, Y., Yi, W., Feng, Y., & Liu, J. (2018). Understanding the Intention to Use Commercial Bike-sharing Systems: An Integration of TAM and TPB.

Proceedings of the 51st Hawaii International Conference on System Sciences, 646-655. doi: http://hdl.handle.net/10125/49969

Zainuddin, N., Leong, H. M., Sim, P. K., & Choo, S. T. (2016). Sustainable transportation scheme in university students' intention on bike sharing system: An empirical approach. *Journal of Global Business and Social Entrepreneurship, 2(4),* 144-163. Retrieved from http://gbse.com.my/isiokt16/GBSE%202(4),%20144163%20(July%202016).pdf

Zanotto, M. (2014). Facilitators and Barriers to Public Bike Share Adoption and Success in a City with Compulsory Helmet Legislation: *A Mixed-Methods Approach* (Doctoral dissertation). Retrieved from http://summit.sfu.ca/item/14458

Ziadat, M. T. (2015). Applications of Planned Behavior Theory (TPB) in Jordanian Tourism. *International Journal of Marketing Studies, 7(3),* 95-106. doi:10.5539/ijms.v7n3p95

Zikmund, W. G. (2003). Research Methods. *Health Economics Research Method.* Retrieved November 18, 2018 from http://pioneer.netserv.chula.ac.th/~ppongsa/2900600/LMRM02.pdf

APPENDICES

Appendix 3.1: Survey Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

Intention to use oBike among university students in Malaysia

Dear respondents,

We are undergraduate students of Bachelor of Marketing (Hons-MK) from Universiti Tunku Abdul Rahman. The purpose of this survey is to study the intention to use oBike among university students in Malaysia. **oBike is a bicycle-sharing system with operations in several countries.** The scope of this study is focused on convenience, environmental awareness, financial saving and social media influence.

1) There are THREE (3) sections in this questionnaire. Appreciate your assistance to answer ALL questions in ALL sections to the best of your knowledge.
2) Completion of this survey form will take approximately 5 to 10 minutes.
3) We ensure you that your responses to this questionnaire will be kept strictly confidential and only be used for academic purposes.

For any further questions or queries, please do not hesitate to contact us. Thank you for your participation.

Yours sincerely,

Chai Yat Ling	+60149469060	17ABB00275
Chin Pui Nee	+60184741511	15ABB05583
Tan Hui Bing	+60174963647	16ABB00688

Woo Ke Ni	+60186695744	15ABB05584
Yong Yon Yang	+60165281337	12ABB05474

Part A: General Information

Please tick "√" the appropriate box to indicate your answer.

1. Are you a university student?
   - ☐ 1 Yes (Please proceed)
   - ☐ 2 No (Terminated, Thank You)

2. Gender:
   - ☐ 1 Male
   - ☐ 2 Female

3. University:
   - ☐ 1 Universiti Tunku Abdul Rahman (UTAR)
   - ☐ 2 Universiti Malaysia Pahang (UMP)
   - ☐ 3 International Islamic University Malaysia (IIUM)

4. Education level:
   - ☐ 1 Foundation
   - ☐ 2 Undergraduate
   - ☐ 3 Postgraduate
   - ☐ 4 Others: _____

5. Have you ever used an oBike before?
   - ☐ 1 Yes, I have used oBike previously.
   - ☐ 2 No, I have not used the oBike previously.

Part B: Factors that affect intention to use oBike among university students in Malaysia

The following set of statements related to the factors that affect the university students' intention. The number 1 to 5 represents a continuum with 1 being strong disagreement and 5 being strong agreement. ***Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.***

1 = Strongly Disagree (SD) 2 = Disagree (D) 3 = Neutral (N)

4 = Agree (A) 5 = Strongly Agree (SA)

Convenience (C)

No	Questions	SD	D	N	A	SA
1.	I can use oBike anytime.	1	2	3	4	5
2.	I can avoid traffic jam by using an oBike.	1	2	3	4	5
3.	I consider that renting an oBike is easy for me.	1	2	3	4	5
4.	I consider that returning an oBike is simple for me.	1	2	3	4	5
5.	oBike station is close to my university.	1	2	3	4	5

Environmental Awareness (EA)

No	Questions	SD	D	N	A	SA
1.	Using an oBike can reduce environmental pollution.	1	2	3	4	5
2.	Using an oBike can help to improve air quality.	1	2	3	4	5
3.	Using an oBike can reduce sound pollution.	1	2	3	4	5
4.	Using an oBike takes up little space.	1	2	3	4	5

Financial Saving (FS)

No	Questions	SD	D	N	A	SA

1.	Using an oBike can save the cost of buying a new bike.	1	2	3	4	5
2.	Using an oBike can reduce public transportation cost when travelling within a town.	1	2	3	4	5
3.	Using an oBike reduces petrol consumption.	1	2	3	4	5
4.	Using an oBike reduces maintenance expenses.	1	2	3	4	5
5.	Using an oBike reduces parking expenses.	1	2	3	4	5

Social Media Influence (SMI)

No	Questions	SD	D	N	A	SA
1.	The information in social media influenced me to be more concerning on environmental issues.	1	2	3	4	5
2.	When choosing products or services, social media is my priority for gathering information.	1	2	3	4	5
3.	Reviews from social media will influence me to use oBike.	1	2	3	4	5
4.	I alert to my Facebook friends liking products and business pages.	1	2	3	4	5
5.	I aware to what products and pages are 'shared' on Facebook.	1	2	3	4	5

Part C: Intention to use oBike

The following set of statements related to the influential factors that affect the university students' intention. The number 1 to 5 represents a continuum with 1 being strong disagreement and 5 being strong agreement. ***Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.***

1 = Strongly Disagree (SD) 2 = Disagree (D) 3 = Neutral (N)

4 = Agree (A) 5 = Strongly Agree (SA)

Usage Intention (UI)

No	Questions	SD	D	N	A	SA
1.	I will use oBike.	1	2	3	4	5
2.	I will recommend others to use oBike.	1	2	3	4	5
3.	I prefer oBike than other transportation.	1	2	3	4	5
4.	I will continue using oBike in the future.	1	2	3	4	5

Thanks for your valuable time, opinion and comments.

~The End~

Appendix 4.1: Raw Data

University student	Gender	Universtiy	Education level	Experience of oBike	C1	C2	C3	C4	C5	EA1	EA2	EA3	EA4	FS1	FS2	FS3	FS4	FS5	SMI1	SMI2	SMI3	SMI4	SMI5	UI1	UI2	UI3	UI4
1	2	2	2	2	5	5	4	4	5	3	4	3	4	5	5	4	4	5	3	4	3	4	4	4	4	4	4
1	2	2	2	1	4	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	4	4	4	4
1	1	2	2	2	5	4	4	5	4	4	3	3	4	5	4	4	5	4	4	3	3	4	4	4	4	4	4
1	1	2	2	1	4	3	3	3	3	4	4	4	5	4	3	3	3	3	4	4	4	5	4	4	5	4	4
1	2	2	2	1	4	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	4	4	5	5
1	1	2	3	2	3	3	2	2	2	2	1	1	1	3	3	2	2	2	2	1	1	1	1	2	2	2	2
1	2	2	3	1	4	3	4	4	4	4	4	5	5	4	3	4	4	4	4	4	5	5	3	4	4	4	4
1	2	2	3	1	4	4	4	3	3	5	4	5	4	4	4	4	3	3	5	4	5	4	5	4	4	4	4
1	2	2	3	1	4	4	5	4	3	4	4	4	4	4	4	5	4	3	4	4	4	4	4	2	4	4	4
1	1	2	2	2	4	3	4	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4
1	1	2	2	1	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	5	5
1	1	2	3	2	4	5	4	4	4	5	3	4	4	4	5	4	4	4	5	3	4	4	4	4	4	4	4
1	2	2	3	1	4	3	2	2	3	4	4	5	5	4	3	2	2	3	4	4	5	5	5	3	2	1	2
1	2	2	3	1	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	5	3	2	2	3
1	1	2	3	1	4	5	5	5	4	4	5	4	4	4	5	5	5	4	4	5	4	4	4	4	4	4	4
1	2	2	3	2	4	4	4	4	4	5	5	4	4	4	4	4	4	4	5	5	4	4	5	4	4	4	4
1	1	2	2	1	4	5	5	5	4	4	4	4	5	4	5	5	5	4	4	4	4	5	5	4	4	5	5
1	1	2	2	1	1	1	2	4	4	4	5	4	4	1	1	2	4	4	4	5	4	4	5	4	4	4	4
1	1	2	2	1	1	2	2	2	2	2	2	2	2	1	2	2	2	2	2	2	2	2	2	1	1	1	1
1	2	2	3	2	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	5	5	5	4	4	4	4
1	2	2	3	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	3	2	2	2	2	1	1	2	2
1	2	2	3	1	4	4	5	5	5	4	4	5	5	4	4	5	5	5	4	4	5	5	5	4	5	5	5
1	2	2	2	1	5	4	5	5	5	4	4	4	4	5	4	5	5	5	4	4	4	4	4	5	5	4	4
1	1	2	2	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
1	2	2	2	2	2	2	2	2	2	1	2	1	1	2	2	2	2	2	1	2	1	1	1	2	2	2	2
1	2	2	3	2	5	5	5	5	5	4	4	4	4	5	5	5	5	5	4	4	4	4	4	3	3	3	3
1	1	2	3	1	4	4	5	5	5	4	4	3	3	4	4	5	5	5	4	4	3	3	3	4	4	4	4
1	1	2	3	1	4	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	4	4	4	4
1	1	2	3	1	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4
1	2	2	2	2	3	4	4	3	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	3	4	3	4
1	2	2	2	1	3	4	4	3	4	3	4	4	4	3	4	4	3	4	3	4	4	4	4	3	4	3	4

1	1	2	2	2	3	4	4	3	4	4	4	4	4	3	4	4	3	4	4	4	4	4	3	4	4	3	4
1	1	2	2	1	4	4	4	3	4	4	5	4	4	4	4	4	3	4	4	5	4	4	4	4	4	4	4
1	2	2	2	1	4	4	5	4	3	4	5	5	4	4	4	5	4	3	4	5	5	4	4	4	4	4	4
1	1	2	2	2	4	4	5	4	3	5	5	4	5	4	4	5	4	3	5	5	4	5	5	5	3	5	5
1	2	2	2	1	4	3	5	4	3	4	4	5	5	4	3	5	4	3	4	4	5	5	5	4	3	4	5
1	2	2	2	1	5	3	5	5	3	5	4	5	5	5	3	5	5	3	5	4	5	5	4	5	3	5	5
1	2	2	2	1	5	3	4	4	4	5	5	5	4	5	3	4	4	4	5	5	5	4	4	4	3	4	4
1	1	2	3	2	5	4	4	4	4	5	4	5	4	5	4	4	4	4	5	4	5	4	4	4	2	4	3
1	1	2	3	1	4	2	5	5	5	5	5	4	3	4	2	5	5	5	5	5	4	3	3	4	2	4	4
1	1	2	3	2	4	2	4	5	4	4	4	4	4	4	2	4	5	4	4	4	4	4	4	5	4	5	3
1	2	2	2	1	3	4	3	5	5	4	5	4	4	3	4	3	5	5	4	5	4	4	4	5	5	5	3
1	2	2	2	1	3	4	4	5	4	3	5	5	5	3	4	4	5	4	3	5	5	5	4	5	4	4	3
1	1	2	2	1	3	5	4	3	4	3	5	3	4	3	5	4	3	4	3	5	3	4	5	3	4	4	3
1	2	2	2	2	3	5	5	4	4	4	5	3	5	3	5	5	4	4	4	5	3	5	5	3	5	4	4
1	1	2	2	1	2	5	5	4	4	5	4	4	5	2	5	5	4	4	5	4	4	5	4	3	4	4	5
1	1	2	2	1	3	4	5	3	5	5	4	4	5	3	4	5	3	5	5	4	4	5	5	3	5	4	4
1	1	2	2	1	3	4	4	2	5	4	4	5	5	3	4	4	2	5	4	4	5	5	4	2	4	5	4
1	2	2	2	2	4	3	4	2	5	4	4	4	4	4	3	4	2	5	4	4	4	4	5	2	5	5	4
1	2	2	2	2	4	4	4	2	5	4	5	5	4	4	4	4	2	5	4	5	5	4	4	5	4	3	4
1	2	2	2	1	5	4	5	4	3	4	5	4	4	5	4	5	4	3	4	5	4	4	5	5	3	2	5
1	2	2	2	1	5	5	5	3	4	5	5	2	5	5	5	5	3	4	5	5	2	5	3	4	3	1	5
1	1	2	2	1	4	5	5	4	5	4	4	4	4	4	5	5	4	5	4	4	4	4	4	2	3	3	4
1	2	2	2	2	4	4	4	3	3	3	5	4	5	4	4	4	3	3	3	5	4	5	5	4	2	4	3
1	2	2	2	2	4	5	5	5	3	4	4	5	4	4	5	5	5	3	4	4	5	4	4	5	2	4	4
1	1	2	2	1	4	5	4	3	2	5	5	4	5	4	5	4	3	2	5	5	4	5	4	4	3	5	2
1	1	2	3	1	5	4	5	4	2	4	4	4	4	5	4	5	4	2	4	4	4	4	4	5	4	2	2
1	1	2	3	1	4	5	4	5	3	3	4	3	5	4	5	4	5	3	3	4	3	5	3	4	4	3	4
1	2	2	3	2	5	4	5	4	5	4	4	4	5	5	4	5	4	5	4	4	4	5	5	5	4	4	4
1	2	2	2	1	5	5	5	4	4	4	5	4	5	5	5	5	4	4	4	5	4	5	4	5	4	5	4
1	1	2	2	2	5	4	4	4	5	4	4	5	5	5	4	4	4	5	4	4	5	5	2	5	5	5	4
1	1	2	2	1	5	5	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	5	4	5	5	5	4
1	2	2	3	1	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4	5	4	5	5	5	4	4
1	1	2	3	2	4	4	5	4	4	5	4	4	5	4	4	5	4	4	5	4	4	5	4	5	5	5	4
1	2	2	2	1	4	4	4	4	5	4	5	4	5	4	4	4	4	5	4	5	4	5	5	4	4	4	5
1	2	2	3	1	4	5	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	5	5	4
1	2	2	2	1	4	4	4	4	5	4	5	4	5	4	4	4	4	5	4	5	4	5	5	4	4	5	4
1	1	2	3	2	4	5	5	5	4	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5	4	5	4
1	1	2	2	1	4	4	4	5	4	5	4	5	4	4	4	4	5	4	5	4	5	4	5	5	4	5	4

1	1	2	3	2	4	4	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	4	5	5	5	4
1	2	2	2	1	5	5	4	5	4	4	5	4	4	5	5	4	5	4	4	5	4	4	4	5	5	4
1	2	2	3	1	4	4	5	5	5	4	4	4	5	4	4	5	5	5	4	4	4	5	4	5	5	4
1	1	2	2	1	5	5	4	5	5	4	4	5	4	5	5	4	5	5	4	4	5	4	5	5	5	4
1	2	2	3	2	4	5	5	4	5	4	4	4	4	4	5	5	4	5	4	4	4	4	5	4	4	5
1	1	2	2	1	4	5	5	5	4	4	5	4	4	4	5	5	5	4	4	5	4	4	5	4	5	5
1	1	2	2	1	4	4	5	5	4	5	5	5	5	4	4	5	5	4	5	5	5	5	5	4	4	5
1	1	2	2	1	5	4	5	4	5	5	5	5	4	5	4	5	4	5	5	5	5	4	5	4	4	5
1	2	2	2	2	4	4	5	4	4	4	4	5	5	4	4	5	4	4	4	4	5	5	4	4	4	5
1	2	2	2	2	4	4	5	5	4	5	4	5	5	4	4	5	5	4	5	4	5	4	5	4	4	5
1	2	2	2	2	4	4	5	5	4	5	4	5	5	4	4	5	5	4	5	4	5	5	4	5	4	5
1	2	2	3	1	5	5	4	5	4	4	4	4	5	5	5	4	5	4	4	4	4	5	5	4	5	5
1	2	2	3	2	4	4	5	5	5	4	5	4	5	4	4	5	5	5	4	5	4	4	4	4	4	4
1	1	2	2	1	5	5	4	5	5	5	4	4	4	5	5	4	5	5	5	4	4	4	4	4	5	5
1	2	2	2	2	4	5	5	4	4	5	4	4	5	4	5	5	4	4	5	4	4	5	5	4	5	5
1	2	2	2	2	4	5	5	4	4	5	5	4	5	4	5	5	4	4	5	5	4	5	4	5	4	4
1	1	2	3	1	4	5	5	4	4	5	5	4	5	4	5	5	4	4	5	5	4	5	5	5	5	4
1	1	2	3	1	5	5	4	4	5	5	4	4	5	5	5	4	4	5	5	4	4	5	4	4	5	4
1	1	2	3	1	5	4	4	5	5	4	4	4	4	5	4	4	5	5	4	4	4	4	5	4	4	5
1	2	2	3	1	4	5	4	4	5	4	4	5	5	4	5	4	4	5	4	4	5	5	4	4	5	4
1	2	2	2	1	5	4	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	4	5	4	4	5
1	2	2	2	1	4	4	5	5	4	4	4	4	5	4	4	5	5	4	4	4	4	5	4	4	5	4
1	2	2	2	2	4	5	5	4	5	5	5	5	5	4	5	5	4	5	5	5	5	4	5	5	4	5
1	2	2	2	2	4	5	5	5	4	5	5	4	4	4	5	5	5	4	5	4	4	5	5	4	5	4
1	2	2	2	1	4	5	4	5	4	5	5	5	5	4	5	4	5	4	5	5	5	5	5	4	5	5
1	2	2	2	2	5	5	4	5	4	4	4	5	4	5	5	4	5	4	5	4	4	4	5	4	5	5
1	2	2	2	2	5	4	5	5	5	4	4	4	4	5	4	5	5	5	4	4	4	4	5	5	5	4
1	2	2	3	2	4	4	5	4	5	4	5	5	5	4	4	5	4	5	4	5	5	4	4	5	4	5
1	2	2	3	1	5	4	4	4	5	4	5	4	5	5	4	4	4	5	4	5	4	5	5	5	4	4	5
1	2	2	2	1	4	5	5	5	4	4	4	4	5	4	5	5	5	4	4	4	4	5	4	4	5	5	4
1	2	2	2	1	3	3	3	2	2	5	4	5	4	4	4	4	4	4	5	4	5	5	4	5	4	4	5
1	2	2	2	1	2	1	2	3	2	5	4	4	5	4	5	4	5	4	4	4	4	4	5	4	5	5	4
1	2	3	3	1	3	2	2	2	3	4	5	5	4	5	5	5	4	4	4	4	5	4	5	4	4	5	4
1	2	3	2	2	3	3	2	2	3	5	5	3	5	4	5	4	4	4	4	5	5	4	4	5	4	4	5
1	1	3	3	1	2	1	2	3	2	4	5	5	4	5	4	5	5	5	5	5	5	5	5	5	4	4	5
1	1	3	2	2	4	3	4	2	3	5	5	5	4	4	5	5	4	5	4	2	4	4	5	5	4	5	4
1	1	3	2	1	2	2	3	3	3	4	4	5	4	4	5	5	5	4	3	5	4	4	5	5	4	4	5
1	1	3	2	2	2	1	2	1	3	3	4	5	4	5	5	5	5	4	5	5	5	4	5	4	5	5	4
1	1	3	2	1	4	3	2	3	4	5	5	4	5	4	5	4	5	4	4	4	5	4	5	5	4	4	4
1	1	3	2	1	2	2	2	1	2	5	3	5	4	5	4	5	5	5	2	5	5	2	5	4	4	5	5

1	1	3	1	1	3	3	2	4	3	4	4	5	4	4	5	5	5	5	4	4	4	5	5	4	5	5	5
1	1	3	1	1	2	2	4	3	2	4	5	4	4	5	5	5	4	5	4	4	4	4	4	5	5	4	4
1	1	3	1	2	4	2	3	3	4	4	5	4	5	4	5	4	4	4	4	2	4	4	4	4	4	4	4
1	1	3	2	1	2	2	2	1	2	5	4	5	4	5	5	5	5	4	5	4	5	5	5	5	5	5	4
1	1	3	2	1	2	2	3	3	3	4	4	4	5	5	4	5	5	5	5	4	4	4	4	4	5	5	5
1	1	3	2	1	4	3	4	3	4	5	4	5	5	4	4	5	5	5	4	4	5	5	5	4	4	4	5
1	1	3	2	2	2	4	2	1	3	4	5	5	2	4	5	4	5	4	5	5	5	4	5	5	4	4	4
1	1	3	3	1	3	3	3	4	3	5	4	4	4	4	5	5	5	4	4	5	4	4	5	4	5	5	5
1	1	3	3	1	2	2	2	3	1	5	5	5	4	5	4	4	4	4	5	4	5	5	4	4	5	5	4
1	1	3	1	1	2	4	3	4	2	4	4	4	5	4	5	4	4	5	4	4	5	5	4	4	5	4	5
1	1	3	1	1	1	2	3	2	4	5	4	5	4	5	4	5	5	4	5	5	5	4	5	5	4	4	5
1	1	3	2	1	2	4	2	3	2	4	5	5	4	5	4	5	5	4	4	4	4	5	4	4	5	4	5
1	1	3	2	2	4	2	4	3	2	4	4	5	4	4	5	5	4	5	4	4	5	5	4	4	5	4	5
1	1	3	2	1	3	2	4	2	4	4	5	4	5	4	4	5	5	4	5	5	4	4	5	5	4	5	4
1	1	3	2	1	4	3	4	1	2	5	4	5	5	4	5	4	5	4	5	5	5	5	4	5	5	4	5
1	1	3	3	2	3	4	2	2	4	4	5	4	5	5	5	4	5	4	4	4	5	4	5	5	5	4	5
1	1	3	3	2	2	3	1	2	4	5	4	4	5	5	4	5	4	5	4	4	4	4	5	4	5	4	4
1	1	3	3	1	2	3	2	4	4	5	5	5	4	5	4	5	4	5	4	4	5	5	4	4	5	4	5
1	1	3	3	1	4	2	4	2	4	4	5	5	4	5	4	4	4	4	4	5	4	5	4	5	4	4	5
1	1	3	2	1	2	4	3	4	3	4	4	4	4	4	5	5	5	4	4	4	4	5	4	4	5	5	4
1	1	3	1	1	4	3	4	2	4	5	4	5	4	4	5	4	4	4	5	4	5	5	4	5	4	4	5
1	1	3	1	1	2	1	1	3	2	5	4	4	5	4	5	4	5	4	4	4	5	4	5	4	5	5	4
1	1	3	1	1	3	2	1	2	3	5	5	5	4	5	5	5	5	4	4	4	5	4	5	4	4	5	4
1	1	3	2	2	4	3	1	2	3	5	5	4	5	4	5	4	4	4	4	5	5	4	4	5	4	4	5
1	2	3	2	1	2	1	2	3	2	4	5	5	4	5	4	5	5	4	5	5	5	4	5	5	4	4	5
1	2	3	2	1	4	3	4	2	3	5	4	5	4	4	5	5	4	4	4	4	4	4	5	5	4	5	4
1	2	3	3	1	4	2	4	3	3	4	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	4	5
1	2	3	3	2	2	1	2	1	3	5	4	5	4	5	5	4	5	4	5	5	4	4	5	5	5	5	4
1	2	3	3	1	4	3	4	2	4	5	5	4	5	4	5	4	5	4	4	4	5	4	5	5	4	4	4
1	2	3	3	1	2	2	2	1	2	5	4	5	4	5	4	5	5	5	4	5	5	4	5	4	4	5	5
1	2	3	3	1	3	1	2	4	3	4	4	5	4	4	4	5	4	5	4	4	5	5	5	4	5	5	5
1	2	3	2	1	4	2	1	4	3	4	5	4	4	5	4	5	4	5	4	4	4	4	4	5	5	4	4
1	2	3	2	1	4	2	3	3	4	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4
1	2	3	2	1	2	2	2	1	2	5	4	5	4	5	5	4	5	4	5	4	5	5	5	5	5	5	5
1	2	3	2	1	2	4	3	4	3	4	4	4	5	5	4	5	5	5	4	4	4	4	4	4	5	5	4
1	2	3	2	1	1	3	4	3	4	5	4	5	5	4	4	5	5	5	4	4	5	5	5	4	4	4	4
1	2	3	2	2	2	4	2	1	3	4	5	5	4	4	5	4	5	4	5	5	5	5	5	4	4	4	4
1	2	3	2	1	3	3	3	4	2	5	4	4	4	4	5	4	5	4	4	5	4	4	4	4	4	5	4
1	2	3	2	1	1	1	2	3	1	5	5	5	4	5	4	4	4	4	5	4	5	5	4	4	5	5	4
1	2	3	2	2	2	4	2	1	3	4	5	5	4	4	5	4	5	4	5	5	5	5	5	4	4	4	4
1	2	3	1	1	3	3	3	4	2	5	4	4	4	4	5	4	5	4	4	5	4	4	4	4	4	5	4

1	2	3	1	1	1	1	2	3	1	5	5	5	4	5	4	4	4	4	5	4	5	5	4	4	5	5	4
1	2	3	1	2	4	5	4	2	5	5	5	5	4	3	4	5	4	5	5	5	4	4	3	2	4	2	3
1	2	3	1	2	2	2	1	1	2	4	5	5	5	3	4	4	4	4	3	4	4	4	4	2	3	2	2
1	2	3	1	2	3	4	3	3	3	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3
1	1	3	1	2	4	5	4	2	4	5	5	5	4	4	5	5	5	5	5	5	5	4	4	4	4	4	5
1	1	3	1	2	4	2	3	4	3	4	2	2	4	4	4	4	5	4	3	4	5	3	4	2	3	2	3
1	1	3	2	1	3	3	3	3	3	3	3	3	1	2	3	3	3	3	3	3	3	3	3	2	2	2	2
1	2	3	2	1	1	5	2	2	1	5	5	5	5	2	5	5	5	5	5	5	5	5	5	1	1	3	3
1	2	3	2	2	4	4	4	4	3	4	4	5	4	4	4	4	5	4	3	4	3	4	4	3	4	3	4
1	2	3	2	1	5	4	4	3	4	5	4	5	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4
1	1	3	2	2	4	4	4	3	3	4	4	4	3	4	4	3	4	4	5	4	4	5	4	3	4	3	4
1	1	3	2	1	4	4	4	4	5	4	5	4	5	4	5	5	4	4	4	5	4	4	5	3	4	3	4
1	2	3	2	2	4	4	2	3	5	5	5	5	5	5	5	5	5	5	3	5	4	5	5	3	2	1	1
1	1	3	2	1	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	3	4
1	2	3	1	2	3	3	3	3	3	5	4	4	4	5	4	5	4	5	4	5	3	4	4	1	2	1	1
1	2	3	1	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	2	4	2	2
1	1	3	1	1	1	4	5	4	5	3	2	4	5	1	1	4	4	5	1	4	1	4	4	1	1	1	1
1	2	3	1	1	3	4	3	3	3	4	3	4	3	3	3	3	3	3	4	4	3	3	3	3	3	2	3
1	2	3	1	1	4	4	5	4	5	4	5	5	3	5	4	4	4	4	3	3	4	4	4	4	4	4	4
1	2	3	1	1	2	2	1	1	1	4	4	5	5	3	4	4	4	5	2	2	1	1	1	2	2	2	1
1	1	3	3	1	4	4	5	5	4	4	4	5	5	4	4	5	5	4	4	5	4	5	4	4	4	3	3
1	2	3	3	2	2	1	4	4	3	3	3	3	3	2	2	4	4	4	4	4	4	4	4	1	2	1	1
1	1	3	2	1	4	4	5	4	4	4	5	4	5	5	5	4	4	4	5	4	4	4	4	5	5	4	4
1	1	3	2	2	4	4	4	2	2	4	4	5	5	5	5	5	4	4	2	1	2	2	2	2	2	3	3
1	1	3	2	1	4	4	5	4	5	4	5	4	5	5	5	4	4	3	5	5	4	4	4	4	4	5	5
1	2	3	2	2	2	1	2	2	2	2	3	3	2	4	4	5	5	5	2	2	2	1	1	2	1	1	2
1	2	3	1	2	4	4	2	2	4	4	4	4	3	2	4	4	4	4	3	4	4	3	4	2	3	2	3
1	2	3	1	2	2	1	1	2	2	4	4	5	5	4	4	4	5	5	2	2	1	1	1	2	2	1	1
1	2	3	1	2	3	3	3	3	4	4	4	4	4	2	4	4	3	4	3	3	4	3	3	3	2	2	2
1	2	3	1	1	4	5	2	3	2	5	4	4	3	3	4	5	5	4	4	5	3	5	5	4	2	3	3
1	1	3	2	2	4	4	3	2	4	4	4	4	4	4	3	4	2	4	4	4	4	3	4	2	2	2	2
1	2	3	2	2	3	2	2	2	3	5	5	3	4	3	3	5	5	4	4	3	2	3	4	2	4	1	2
1	2	3	2	2	5	5	4	4	5	4	4	5	5	5	4	5	5	4	4	4	3	4	4	4	4	3	3
1	1	3	2	2	2	4	2	1	4	4	2	2	2	2	2	5	4	4	2	4	2	5	2	2	2	2	2
1	1	3	2	1	3	5	3	5	4	5	5	4	5	5	5	5	5	5	4	4	3	5	5	3	3	3	3
1	1	3	3	2	4	5	4	4	4	5	5	5	4	3	5	5	5	4	5	5	5	5	4	3	3	3	3
1	1	3	3	2	5	3	4	4	5	5	5	5	5	5	3	5	3	4	3	1	1	2	3	2	3	2	2
1	2	3	2	1	4	4	5	5	5	4	4	4	4	4	5	5	4	4	5	4	5	4	4	5	4	5	5
1	1	3	2	1	5	4	5	4	4	5	4	5	5	5	5	5	4	5	3	5	3	5	5	4	5	4	5

1	1	3	2	2	3	4	5	3	4	5	5	5	4	3	4	5	5	5	3	4	5	4	4	3	5	3	4
1	2	3	2	2	5	4	4	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	4	5	5	5
1	1	3	1	2	4	5	5	5	5	4	4	5	5	4	5	5	5	5	4	4	5	5	5	5	5	5	5
1	1	3	1	1	5	5	5	4	5	4	4	4	5	5	5	5	4	5	4	4	4	5	4	4	4	5	5
1	2	3	1	1	5	4	5	4	5	4	4	4	5	5	4	5	4	5	4	4	4	5	5	5	5	5	5
1	2	3	1	1	5	5	4	4	5	3	4	3	3	5	5	4	4	5	3	4	3	3	4	5	4	5	4
1	1	3	1	2	5	4	4	4	5	5	5	5	5	5	4	4	4	5	5	5	5	5	4	4	5	5	5
1	2	3	2	2	5	4	4	5	4	2	3	2	4	5	4	4	5	4	2	3	2	4	4	3	4	3	3
1	2	3	2	1	4	4	5	5	5	4	4	3	4	4	4	5	5	5	4	4	3	4	4	4	4	4	4
1	1	3	1	2	4	3	4	5	4	5	5	4	4	4	3	4	5	4	5	5	4	4	4	5	5	4	5
1	2	3	2	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	2	2	2	2
1	1	3	1	1	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	5	5	4	4	4	3	3	3
1	1	1	1	1	4	4	4	4	3	4	2	2	4	2	4	4	4	5	5	4	5	3	3	2	3	3	4
1	1	1	1	1	5	4	4	5	4	5	4	5	5	5	4	4	4	4	3	3	4	4	4	4	5	5	5
1	2	1	1	2	4	3	4	2	4	4	3	2	4	3	3	3	4	2	4	3	2	4	4	3	4	2	4
1	2	1	2	2	1	1	1	4	3	5	5	5	5	3	2	5	2	2	5	1	1	1	3	1	1	1	1
1	2	1	2	2	2	3	2	4	3	3	3	3	4	4	4	4	3	4	3	4	4	4	4	3	3	2	3
1	2	1	2	2	2	2	1	2	2	2	2	3	3	3	2	3	3	3	2	2	3	3	3	3	3	3	3
1	1	1	3	1	4	4	4	5	4	5	5	5	5	5	4	4	4	4	4	4	5	5	5	4	5	5	5
1	1	1	3	1	4	4	5	4	4	4	4	5	5	4	5	5	5	4	5	4	4	5	4	5	5	5	5
1	1	1	2	2	4	4	3	3	3	5	5	5	4	4	4	4	4	5	5	4	4	4	4	5	4	4	5
1	2	1	1	2	5	4	5	5	4	4	4	4	4	4	5	5	5	5	4	5	4	4	4	4	4	5	5
1	2	1	1	1	4	4	4	4	5	4	4	4	4	3	4	4	4	4	3	4	4	4	5	4	5	4	4
1	2	1	1	1	4	4	4	4	4	5	5	5	4	4	4	4	5	5	5	4	4	4	4	5	5	4	4
1	2	1	1	1	4	4	3	3	3	4	4	5	5	4	5	4	5	4	5	4	4	4	4	5	5	4	4
1	2	1	2	1	4	5	4	3	3	4	2	2	2	3	4	5	5	5	4	3	2	4	4	4	4	3	4
1	1	1	2	1	4	3	3	4	3	3	4	4	3	4	4	4	4	4	4	5	4	4	4	4	4	3	3
1	1	1	2	2	4	4	2	2	5	5	4	4	3	4	4	5	4	3	4	3	2	3	2	4	2	3	4
1	2	1	2	2	2	1	1	2	1	4	4	2	1	2	2	4	4	5	4	5	3	4	4	2	1	2	1
1	1	1	2	1	4	5	5	4	2	4	5	4	3	5	4	5	5	4	4	5	5	4	4	4	4	5	3
1	1	1	1	1	4	5	4	3	4	5	5	4	4	2	1	5	4	5	4	5	5	4	3	4	3	4	4
1	2	1	1	1	4	2	1	2	3	4	4	3	2	4	2	5	5	4	3	5	4	5	4	3	1	2	2
1	2	1	2	2	2	1	2	1	1	5	5	3	1	3	2	4	3	5	5	5	3	4	4	2	1	3	1
1	2	1	1	1	4	4	5	3	5	5	4	5	4	5	4	5	4	5	4	4	4	4	5	4	4	5	5
1	2	1	1	2	5	5	4	4	4	5	5	5	5	5	4	5	2	5	5	5	5	5	5	5	5	5	5
1	1	1	1	2	2	1	2	2	2	5	5	5	5	5	5	5	5	5	3	3	3	3	3	4	4	4	3
1	1	1	2	1	4	4	5	4	4	4	5	5	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4

1	1	1	2	2	3	3	4	2	4	4	4	4	4	5	4	4	5	2	3	3	3	1	2	3	3	3	1
1	2	1	2	2	2	2	2	2	2	4	4	5	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4
1	1	1	2	1	4	4	4	4	3	5	5	5	5	5	5	5	5	5	4	3	4	3	3	4	4	4	4
1	1	1	2	1	2	2	2	2	2	4	4	4	4	4	4	4	4	4	2	1	1	1	1	4	4	4	4
1	1	1	1	1	4	4	4	4	3	4	4	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4
1	2	1	1	1	4	4	4	5	3	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	5	5
1	2	1	2	2	2	2	1	1	2	4	4	4	4	4	4	4	4	4	4	4	5	5	5	3	4	4	4
1	2	1	2	1	4	4	5	4	4	4	5	4	5	4	5	5	5	5	2	2	2	2	2	4	4	4	4
1	2	1	2	1	2	2	2	2	2	4	5	4	5	4	5	5	4	5	5	5	4	5	4	4	4	4	4
1	2	1	2	2	2	4	2	2	3	4	5	5	5	5	5	5	4	5	4	4	4	4	4	4	4	4	4
1	1	1	2	2	2	2	2	2	2	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4
1	2	1	2	1	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4
1	1	1	2	2	2	2	2	2	2	5	5	5	3	5	5	5	5	5	5	5	5	5	5	4	4	4	4
1	1	1	2	1	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4
1	2	1	3	1	4	4	4	4	4	4	4	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
1	1	1	3	2	4	3	4	4	4	4	2	4	3	4	4	3	4	4	4	3	3	4	3	3	3	3	3
1	1	1	2	2	5	4	3	3	4	4	3	3	4	4	3	3	3	3	3	4	3	4	3	3	3	3	3
1	1	1	2	1	4	4	3	3	2	5	5	3	5	5	5	5	5	5	1	1	1	1	1	5	4	4	4
1	2	1	2	1	2	2	3	2	3	4	3	3	3	3	3	3	2	2	3	3	3	3	3	3	2	2	2
1	1	1	2	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2
1	2	1	2	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
1	1	1	1	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	2	1	1	1	2	2	3	2	2	3	3	3	2	2	2	3	3	3	3	3	3	3	2	2	2	3	3
1	1	1	2	1	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	2	1	2	1	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1	1	1	2	1	4	4	4	4	4	3	4	4	3	3	3	3	3	3	3	4	4	4	4	3	3	3	3
1	2	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	2	1	3	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	2	2
1	2	1	3	1	5	5	5	5	5	5	5	5	4	5	3	5	5	5	5	5	5	5	5	4	4	3	4
1	1	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	2	1	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1	1	1	2	1	2	3	3	2	2	2	3	3	3	3	3	2	2	2	2	2	2	3	3	2	2	3	3
1	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	2	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	1
1	2	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2

1	1	1	1	2	3	3	4	4	5	5	3	4	4	3	4	4	3	3	4	5	4	4	4	3	4	3	3
1	2	1	2	1	4	4	4	4	4	4	4	5	5	4	4	5	5	5	3	3	3	3	3	4	4	4	5
1	2	1	2	2	4	4	4	4	4	4	3	4	4	3	3	4	4	4	3	4	4	3	3	4	4	4	4
1	1	1	2	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5
1	2	1	1	2	3	4	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1	2	1	1	2	2	2	2	2	4	4	4	4	4	4	4	4	3	3	2	4	2	2	4	2	2	2	2
1	1	1	1	2	3	4	3	3	4	4	4	4	4	3	3	4	3	4	4	3	3	3	3	3	3	3	4
1	2	1	2	1	4	5	5	4	4	5	4	4	4	5	5	5	5	5	5	5	4	3	4	5	5	4	5
1	2	1	2	1	4	5	4	5	4	4	4	4	4	4	5	5	2	5	5	5	5	4	5	4	4	4	4
1	2	1	3	2	2	3	2	2	3	4	4	4	3	3	3	4	4	4	4	4	2	3	3	3	3	2	3
1	2	1	2	2	4	5	4	3	4	5	5	5	5	5	5	5	5	5	4	4	5	4	4	5	4	3	5
1	1	1	2	2	3	4	4	3	2	5	2	4	3	4	3	5	5	5	3	4	4	2	2	3	2	2	3
1	2	1	2	2	4	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	3	3	4	4	4	4
1	1	1	1	2	3	2	3	4	3	5	5	5	4	2	5	5	5	5	5	4	3	3	3	4	3	4	3
1	2	1	1	1	1	1	1	1	3	4	4	4	1	1	2	4	4	4	5	5	5	2	2	1	1	1	1
1	2	1	1	2	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4
1	1	1	2	1	3	2	2	1	3	4	3	2	2	2	2	4	3	2	2	4	3	4	4	1	1	1	1
1	2	1	2	2	3	3	4	3	4	3	4	3	4	3	3	3	4	3	3	3	3	3	4	4	4	3	4
1	1	1	2	1	4	4	4	4	3	4	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4	5	5
1	1	1	2	2	2	2	2	2	2	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4
1	2	1	3	1	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4
1	2	1	3	2	2	2	2	2	2	5	5	5	5	5	5	5	5	5	2	2	2	2	2	4	4	4	4
1	2	1	3	2	2	3	3	3	4	4	4	3	3	3	3	4	4	4	3	4	3	3	4	2	2	4	4
1	1	1	2	1	4	4	3	3	5	5	5	5	4	4	3	4	5	4	4	5	4	4	4	4	4	4	4
1	2	1	2	2	5	5	5	5	5	5	5	5	4	4	5	5	4	4	5	5	5	4	4	4	4	3	4
1	1	1	2	1	3	5	3	3	5	5	5	5	4	3	4	4	4	4	5	5	5	4	4	3	4	4	4
1	2	1	2	1	4	4	4	4	4	4	4	5	5	5	5	5	5	5	2	2	2	2	2	4	4	4	4
1	2	1	1	2	2	2	2	2	2	4	4	4	4	4	4	4	4	5	2	2	2	2	2	2	2	2	2
1	2	1	1	1	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4
1	1	1	1	1	4	5	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
1	2	1	2	2	2	2	2	2	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4
1	1	1	2	1	3	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4
1	2	1	1	1	4	4	3	3	5	5	5	5	2	3	4	5	4	3	4	5	4	4	4	4	3	2	4
1	1	1	1	2	4	4	3	3	5	5	5	5	2	3	4	4	4	4	5	5	5	5	4	4	4	4	4
1	1	1	2	1	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
1	1	1	2	2	3	4	3	3	3	4	4	4	3	3	4	4	4	4	2	2	1	2	3	3	2	2	2
1	1	1	3	2	3	4	3	3	4	3	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4

1	2	1	3	2	2	2	2	2	2	5	5	5	5	5	5	5	5	5	4	4	4	5	4	4	4	4	4
1	2	1	2	1	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	3	3
1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	3
1	2	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	2	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	2
1	1	1	3	1	1	2	2	2	2	2	2	2	2	2	1	2	2	2	2	2	2	1	2	2	2	2	1
1	2	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2	1	1	2	2
1	1	1	1	1	2	2	1	1	2	2	2	2	2	2	1	1	1	1	1	1	1	2	2	2	2	1	1
1	1	1	2	1	4	5	3	2	3	5	5	5	4	5	4	4	4	4	3	3	3	3	3	4	3	3	2
1	2	1	3	1	5	4	3	4	5	5	4	3	4	5	5	4	3	4	5	5	4	3	4	5	4	5	4
1	2	1	3	1	3	4	5	3	4	3	4	5	3	4	3	4	5	3	4	3	4	5	5	5	4	5	3
1	1	1	2	2	4	3	4	5	4	3	4	5	4	3	4	4	5	4	4	3	4	5	3	5	3	4	5
1	2	1	1	1	4	3	5	5	4	4	5	3	4	2	2	3	2	3	4	5	4	3	4	2	1	2	3
1	1	1	1	1	1	2	1	1	2	4	3	3	3	2	1	1	2	1	3	4	3	3	3	1	1	2	2
1	1	1	1	1	3	4	3	4	5	4	5	5	4	4	4	3	4	5	5	4	5	4	5	5	4	5	4
1	1	1	2	2	4	4	5	5	5	5	5	4	4	5	4	5	4	5	5	5	4	4	4	5	4	5	5
1	2	1	2	2	4	3	5	3	4	5	5	4	5	4	3	4	5	4	5	5	4	4	3	5	4	4	5
1	1	1	2	1	4	3	5	5	4	4	3	3	4	5	4	3	5	4	4	5	3	4	5	5	4	5	3
1	1	1	1	1	4	3	4	5	5	4	4	3	4	2	1	3	2	1	5	4	3	5	4	3	2	2	1
1	2	1	2	2	2	1	1	2	1	4	3	2	1	2	1	4	2	1	4	4	2	3	3	2	1	1	1
1	1	1	1	1	5	5	4	4	5	5	5	5	5	5	4	5	5	3	4	5	5	5	5	4	4	2	4
1	1	1	2	2	4	5	5	4	4	5	5	4	3	4	4	4	3	4	2	2	3	4	5	1	1	2	1
1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	2	2	2	1	1	1	1
1	1	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3
1	1	1	3	1	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	3	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	2
1	1	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	2	1	1	1	2	3	3	3	2	2	2	2	2	3	3	3	3	3	3	2	3	3	3	2	3	3	3
1	2	1	1	1	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	3
1	1	1	1	1	2	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2
1	1	1	2	1	2	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	1	1	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	2	1	4	3	5	3	5	4	5	5	5	5	5	4	5	4	4	5	5	4	4	5	4	5	4
1	1	1	2	1	5	4	3	4	5	4	4	3	5	4	3	4	4	5	3	4	5	5	4	5	3	4	5
1	1	1	2	1	5	4	3	4	3	5	3	4	3	4	5	4	5	4	5	5	4	5	5	4	5	4	5

1	1	1	2	1	5	4	3	2	1	1	2	3	4	5	4	3	2	1	2	3	4	5	4	5	4	3	4
1	1	1	2	1	5	4	3	4	5	4	4	5	5	4	3	4	4	5	4	5	5	4	3	5	4	3	4
1	1	1	2	1	4	3	4	5	4	3	5	4	3	5	4	5	5	4	3	5	4	3	3	4	3	5	4
1	1	1	2	1	4	3	5	2	1	1	2	3	4	5	4	3	1	2	4	5	3	4	5	1	2	3	1
1	2	1	1	1	1	2	1	3	1	5	4	5	4	5	4	5	2	1	3	3	3	3	3	5	5	4	5
1	1	1	1	1	5	4	3	5	4	3	5	4	3	5	4	3	5	4	3	5	4	3	5	5	4	5	4

Appendix 4.2: Reliability Analysis

Reliability Analysis

The CORR Procedure

5 Variables:	MEAN_C MEAN_EA MEAN_FS MEAN_SMI MEAN_UI

Simple Statistics

Variable	N	Mean	Std Dev	Sum	Minimum	Maximum	Label
MEAN_C	350	3.38286	1.00197	1184	1.00000	5.00000	MEAN_C
MEAN_EA	350	3.99857	0.89009	1400	1.00000	5.00000	MEAN_EA
MEAN_FS	350	3.95943	0.88661	1386	1.00000	5.00000	MEAN_FS
MEAN_SMI	350	3.83200	0.94424	1341	1.00000	5.00000	MEAN_SMI
MEAN_UI	350	3.61286	1.04455	1265	1.00000	5.00000	MEAN_UI

Cronbach Coefficient Alpha

Variables	Alpha
Raw	0.888207
Standardized	0.891620

Cronbach Coefficient Alpha with Deleted Variable

Deleted	Raw Variables		Standardized Variables		Label
	Correlation with Total	Alpha	Correlation with Total	Alpha	
MEAN_C	0.562370	0.902711	0.561506	0.905756	MEAN_C
MEAN_EA	0.797041	0.849806	0.803127	0.852437	MEAN_EA
MEAN_FS	0.807199	0.847714	0.810630	0.850688	MEAN_FS
MEAN_SMI	0.762386	0.856293	0.763707	0.861531	MEAN_SMI
MEAN_UI	0.744575	0.861140	0.746189	0.865522	MEAN_UI

Pearson Correlation Coefficients, N = 350
Prob > |r| under H0: Rho=0

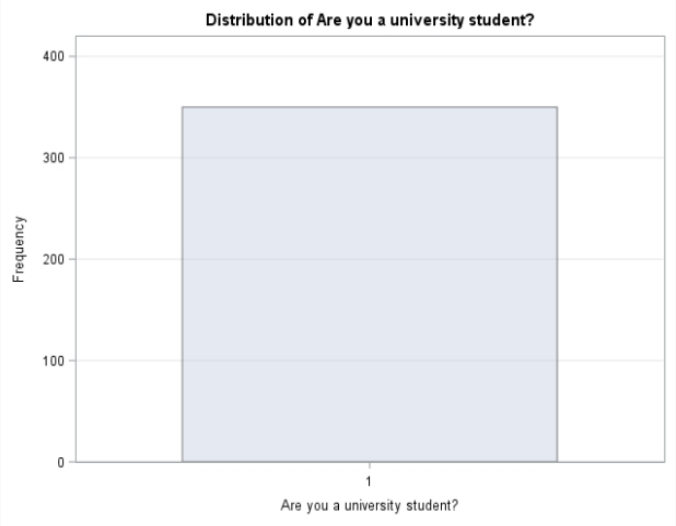
	MEAN_C	MEAN_EA	MEAN_FS	MEAN_SMI	MEAN_UI
MEAN_C	1.00000	0.47370	0.50947	0.50296	0.49697
		<.0001	<.0001	<.0001	<.0001
MEAN_EA	0.47370	1.00000	0.81886	0.73236	0.64967
	<.0001		<.0001	<.0001	<.0001
MEAN_FS	0.50947	0.81886	1.00000	0.66294	0.70341
	<.0001	<.0001		<.0001	<.0001
MEAN_SMI	0.50296	0.73236	0.66294	1.00000	0.66944
	<.0001	<.0001	<.0001		<.0001
MEAN_UI	0.49697	0.64967	0.70341	0.66944	1.00000
	<.0001	<.0001	<.0001	<.0001	

Appendix 4.3: Descriptive Analysis (Demographic)

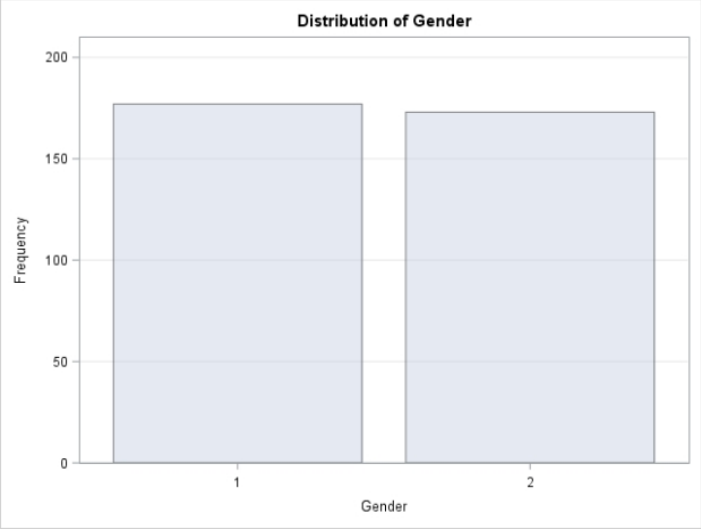
One-Way Frequencies Results

The FREQ Procedure

Are you a university student?				
Are you a university student?	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	350	100.00	350	100.00



Gender				
Gender	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	177	50.57	177	50.57
2	173	49.43	350	100.00

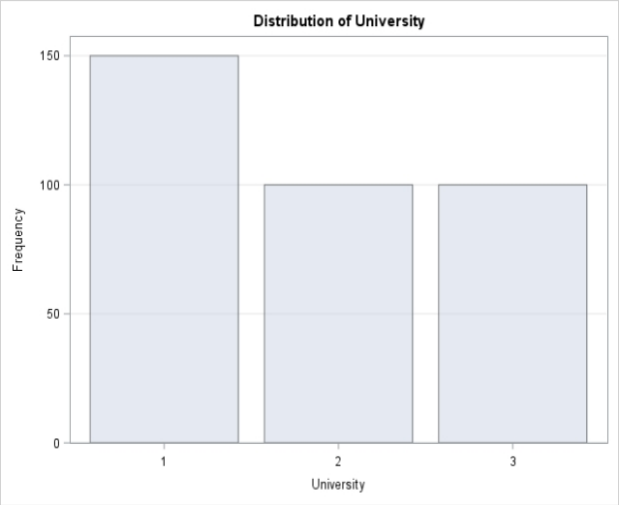


One-Way Frequencies Results

The FREQ Procedure

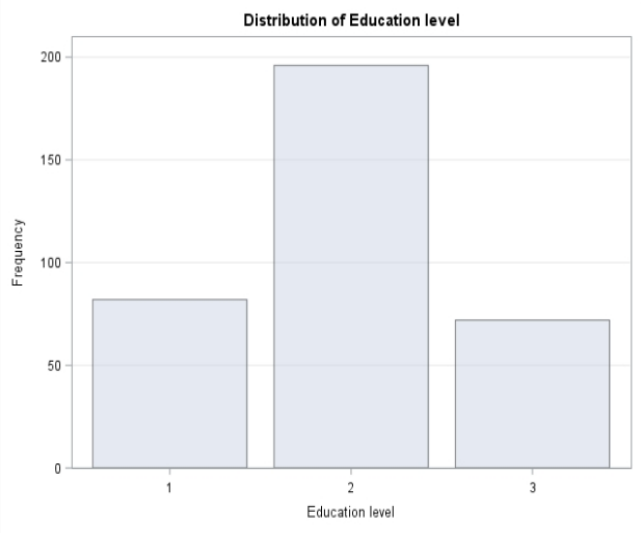
University

University	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	150	42.86	150	42.86
2	100	28.57	250	71.43
3	100	28.57	350	100.00



Education level

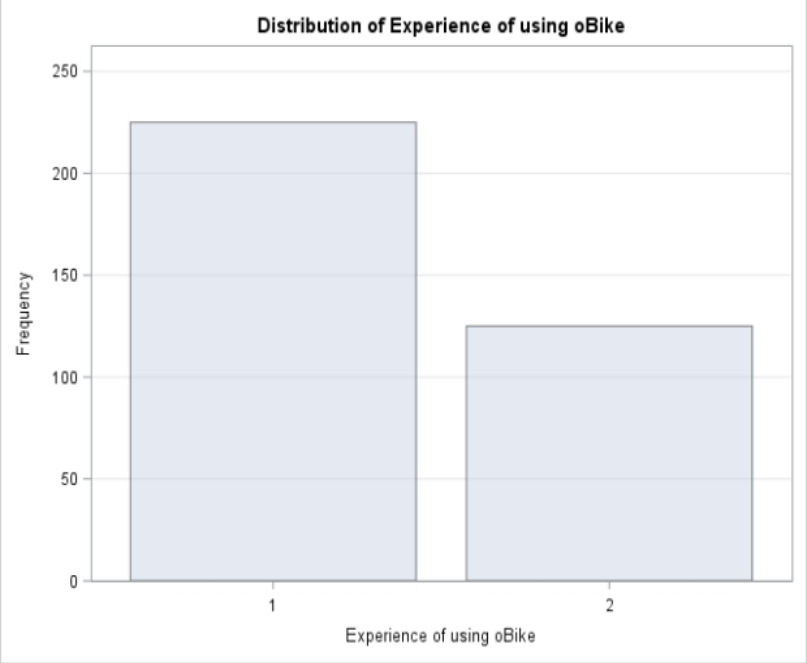
Education level	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	82	23.43	82	23.43
2	196	56.00	278	79.43
3	72	20.57	350	100.00



One-Way Frequencies Results

The FREQ Procedure

Experience of using oBike				
Experience of using oBike	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	225	64.29	225	64.29
2	125	35.71	350	100.00



Appendix 4.4: Pearson Correlation Analysis

Pearson Correlation Analysis

The CORR Procedure

5 Variables:	MEAN_C MEAN_EA MEAN_FS MEAN_SMI MEAN_UI

Simple Statistics

Variable	N	Mean	Std Dev	Sum	Minimum	Maximum	Label
MEAN_C	350	3.38286	1.00197	1184	1.00000	5.00000	MEAN_C
MEAN_EA	350	3.99857	0.89009	1400	1.00000	5.00000	MEAN_EA
MEAN_FS	350	3.95943	0.88661	1386	1.00000	5.00000	MEAN_FS
MEAN_SMI	350	3.83200	0.94424	1341	1.00000	5.00000	MEAN_SMI
MEAN_UI	350	3.61286	1.04455	1265	1.00000	5.00000	MEAN_UI

Pearson Correlation Coefficients, N = 350
Prob > |r| under H0: Rho=0

	MEAN_C	MEAN_EA	MEAN_FS	MEAN_SMI	MEAN_UI
MEAN_C	1.00000	0.47370	0.50947	0.50296	0.49697
MEAN_C		<.0001	<.0001	<.0001	<.0001
MEAN_EA	0.47370	1.00000	0.81886	0.73236	0.64967
MEAN_EA	<.0001		<.0001	<.0001	<.0001
MEAN_FS	0.50947	0.81886	1.00000	0.66294	0.70341
MEAN_FS	<.0001	<.0001		<.0001	<.0001
MEAN_SMI	0.50296	0.73236	0.66294	1.00000	0.66944
MEAN_SMI	<.0001	<.0001	<.0001		<.0001
MEAN_UI	0.49697	0.64967	0.70341	0.66944	1.00000
MEAN_UI	<.0001	<.0001	<.0001	<.0001	

Generated by the SAS System ('Local', X64_8PRO) on January 29, 2019 at 2:40:36 PM

Appendix 4.5: Multiple Regression Analysis

Linear Regression Results

The REG Procedure

Model: Linear_Regression_Model

Dependent Variable: MEAN_UI MEAN_UI

Number of Observations Read	350
Number of Observations Used	350

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	219.88706	54.97177	117.87	<.0001
Error	345	160.90508	0.46639		
Corrected Total	349	380.79214			

Root MSE	0.68293	**R-Square**	0.5774
Dependent Mean	3.61286	**Adj R-Sq**	0.5725
Coeff Var	18.90273		

Parameter Estimates

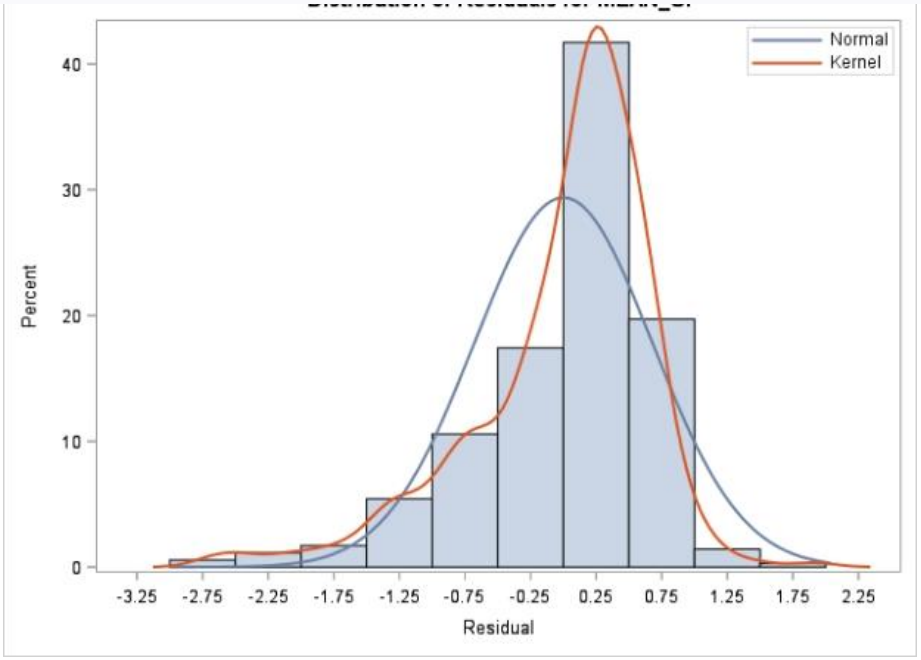
Variable	Label	DF	Parameter Estimate	Standard Error	t Value	Pr > |t|	Standardized Estimate	Variance Inflation
Intercept	Intercept	1	-0.18533	0.18195	-1.02	0.3091	0	0
MEAN_C	MEAN_C	1	0.11863	0.04387	2.70	0.0072	0.11380	1.44563
MEAN_EA	MEAN_EA	1	0.02179	0.07972	0.27	0.7848	0.01856	3.76793
MEAN_FS	MEAN_FS	1	0.49056	0.07442	6.59	<.0001	0.41638	3.25805
MEAN_SMI	MEAN_SMI	1	0.35684	0.05922	6.03	<.0001	0.32257	2.33970

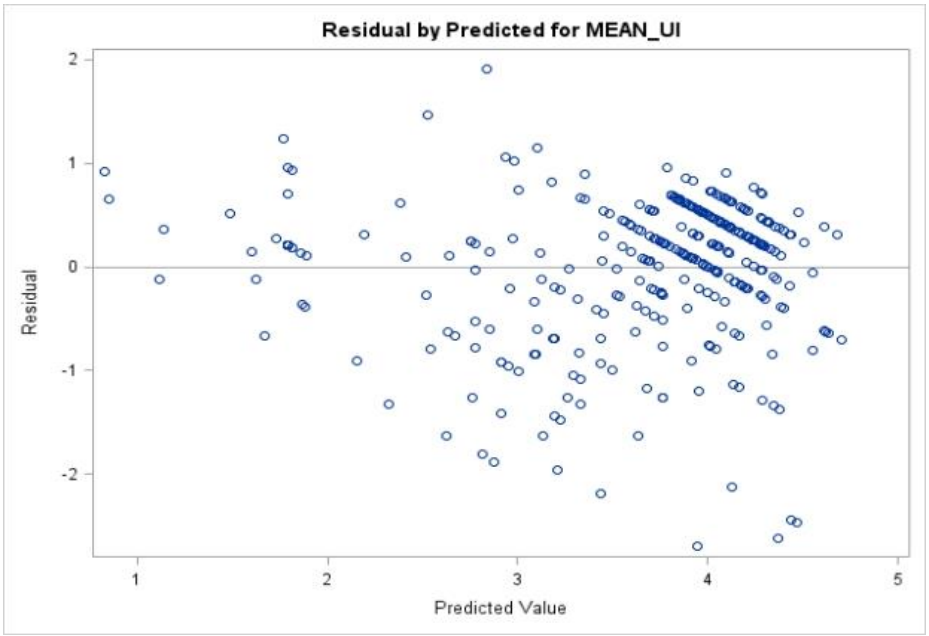
Linear Regression Results

The REG Procedure

Model: Linear_Regression_Model

Dependent Variable: MEAN_UI MEAN_UI



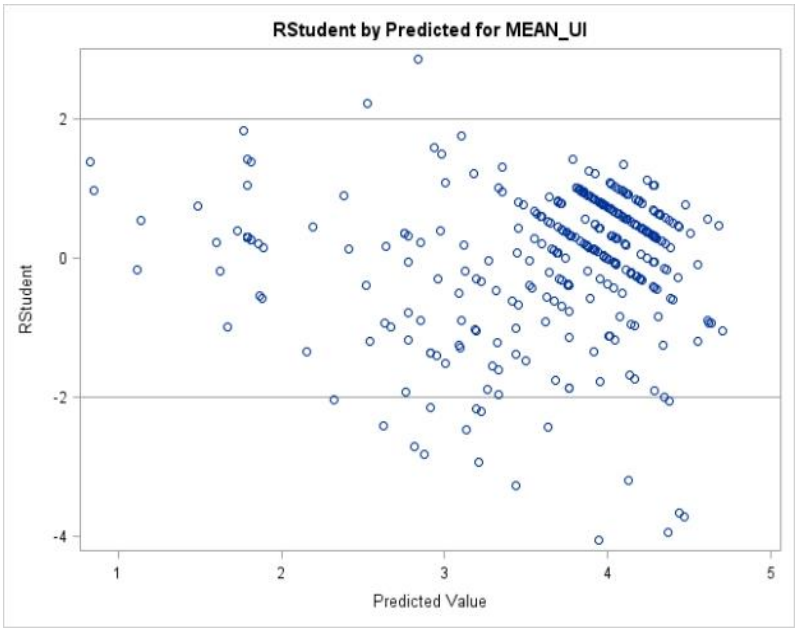


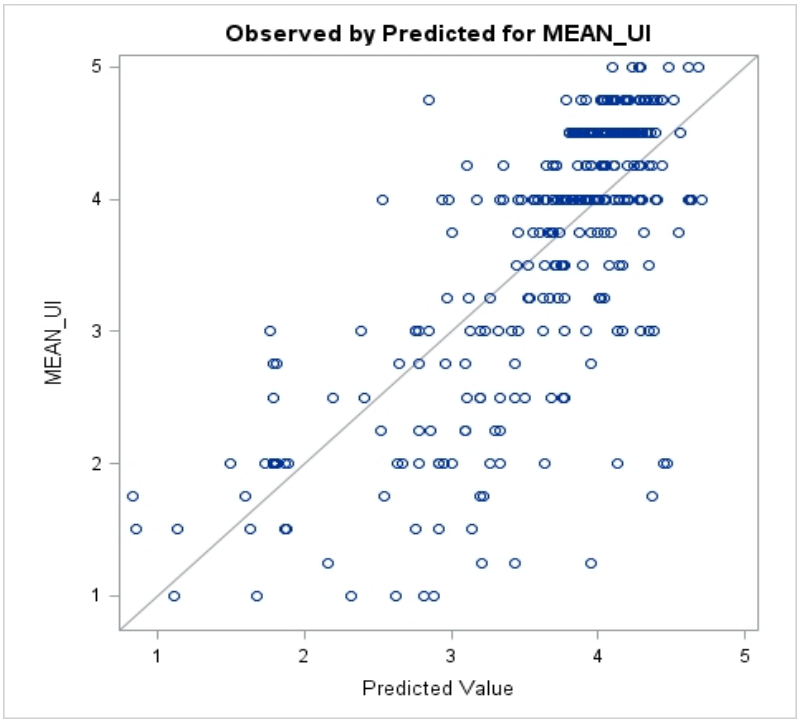
Linear Regression Results

The REG Procedure

Model: Linear_Regression_Model

Dependent Variable: MEAN_UI MEAN_UI



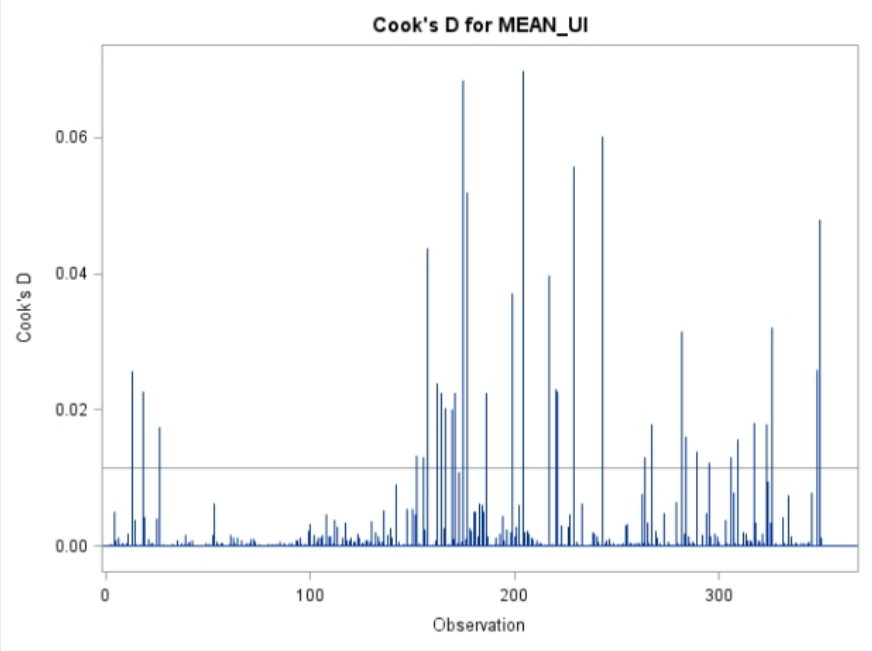


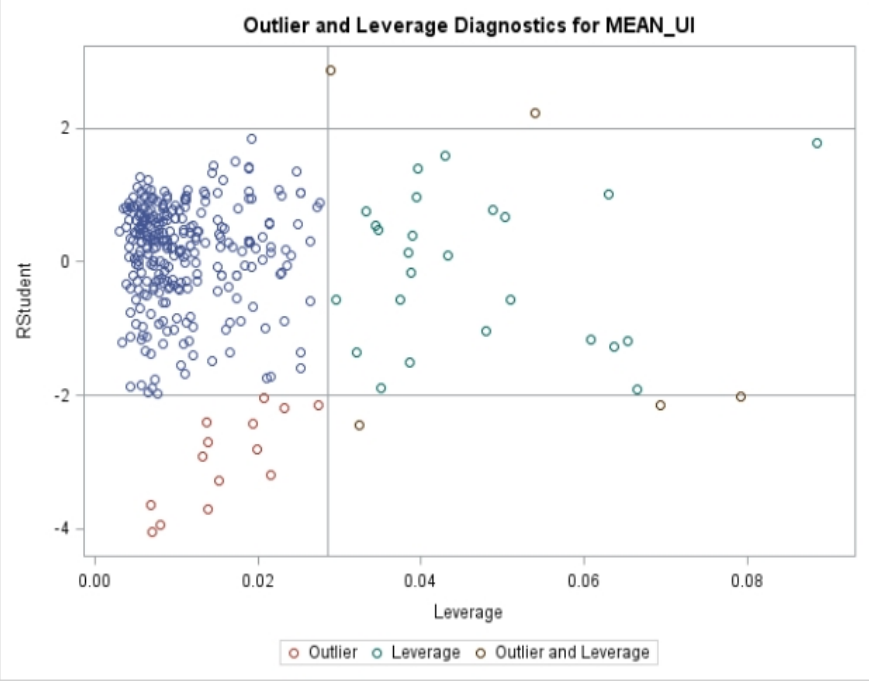
Linear Regression Results

The REG Procedure

Model: Linear_Regression_Model

Dependent Variable: MEAN_UI MEAN_UI



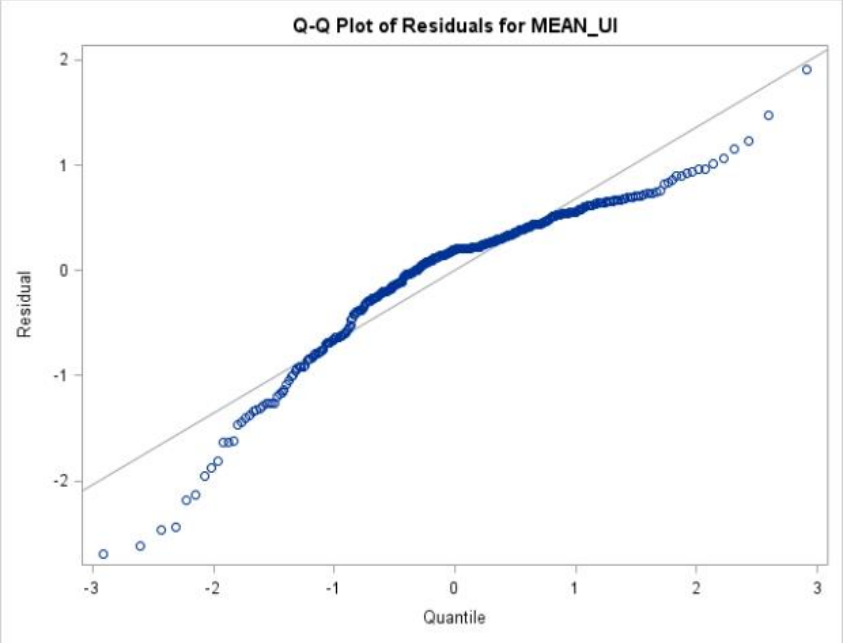


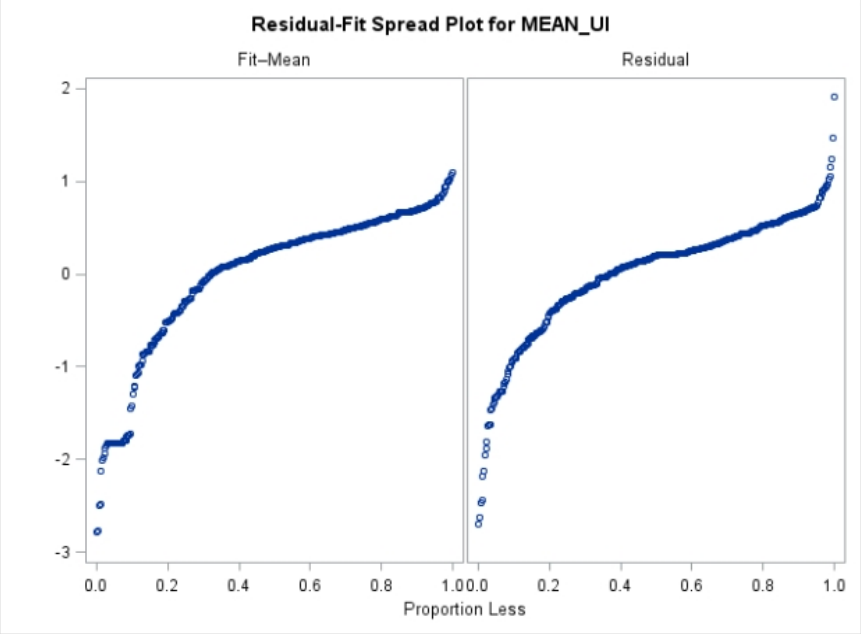
Linear Regression Results

The REG Procedure

Model: Linear_Regression_Model

Dependent Variable: MEAN_UI MEAN_UI



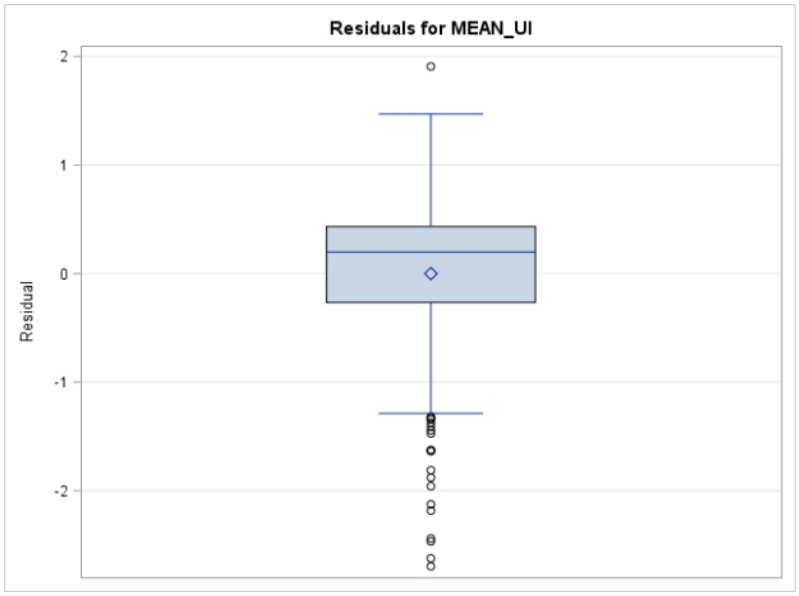


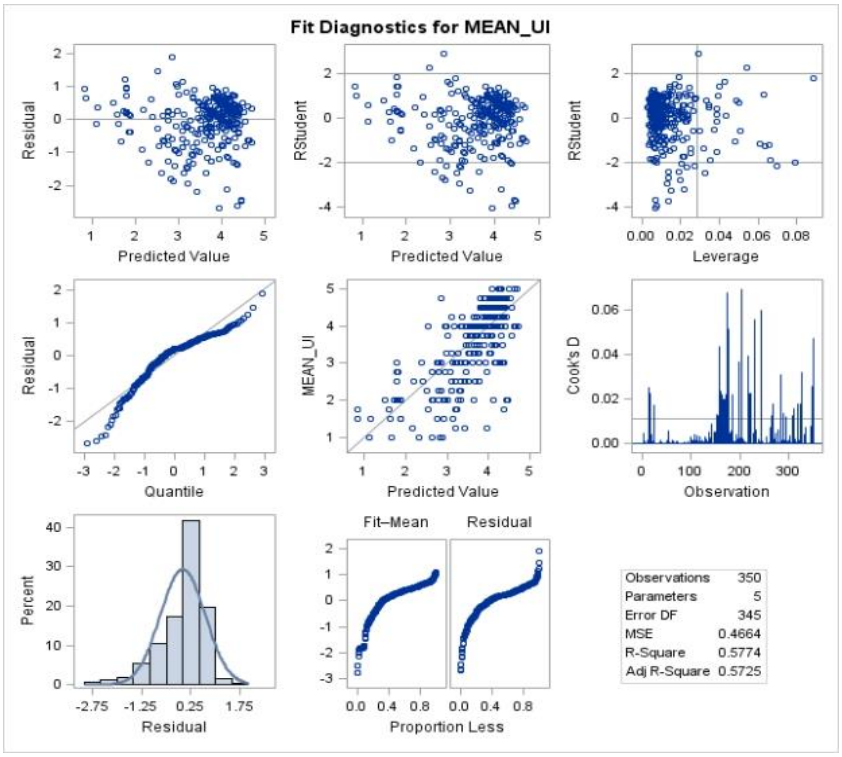
Linear Regression Results

The REG Procedure

Model: Linear_Regression_Model

Dependent Variable: MEAN_UI MEAN_UI



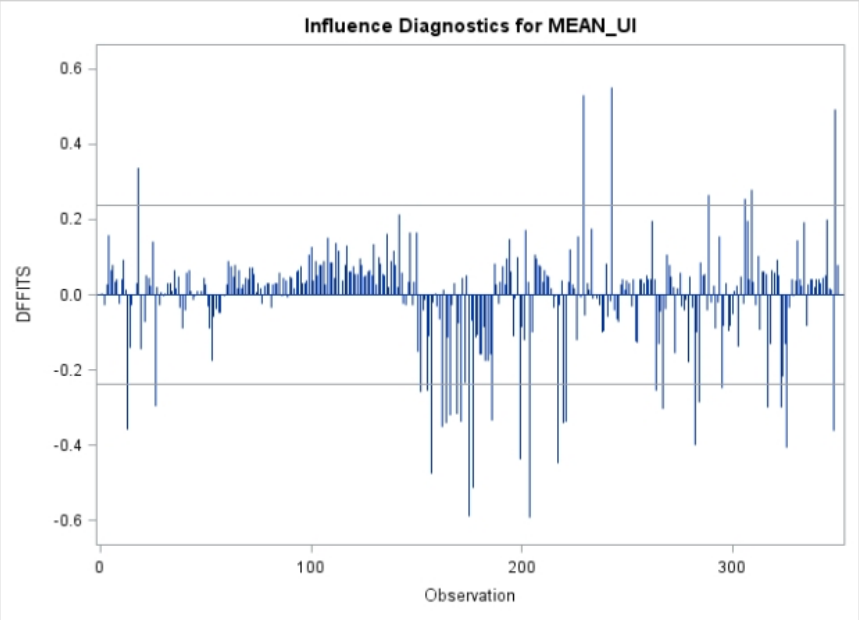


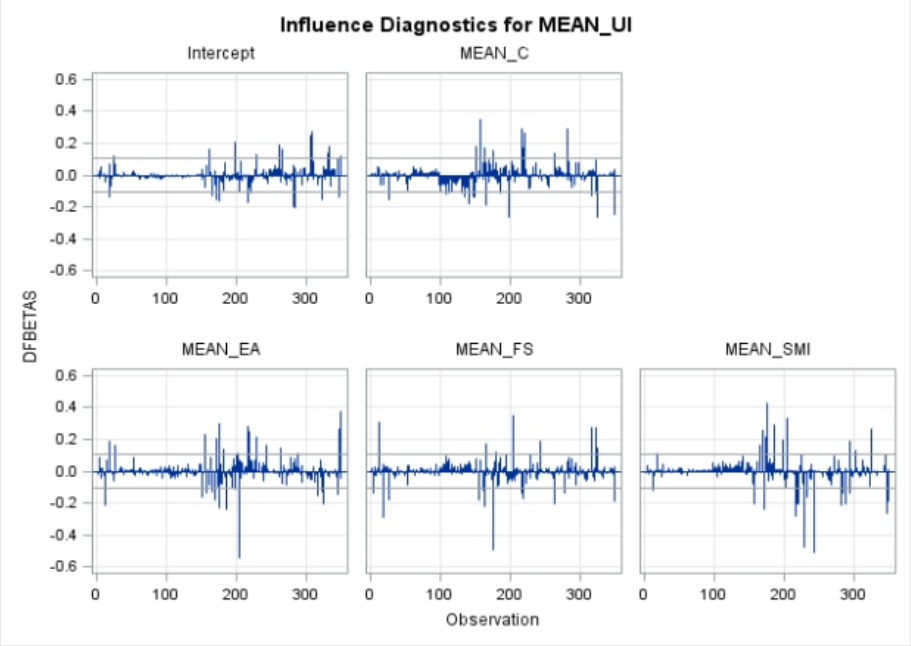
Linear Regression Results

The REG Procedure

Model: Linear_Regression_Model

Dependent Variable: MEAN_UI MEAN_UI



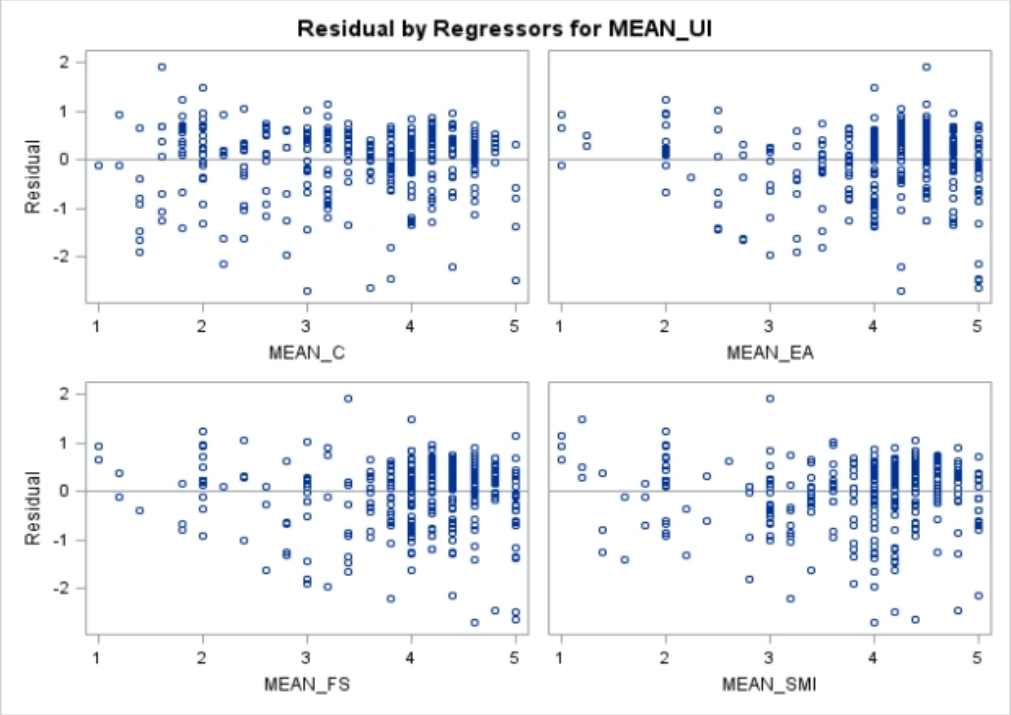


Linear Regression Results

The REG Procedure

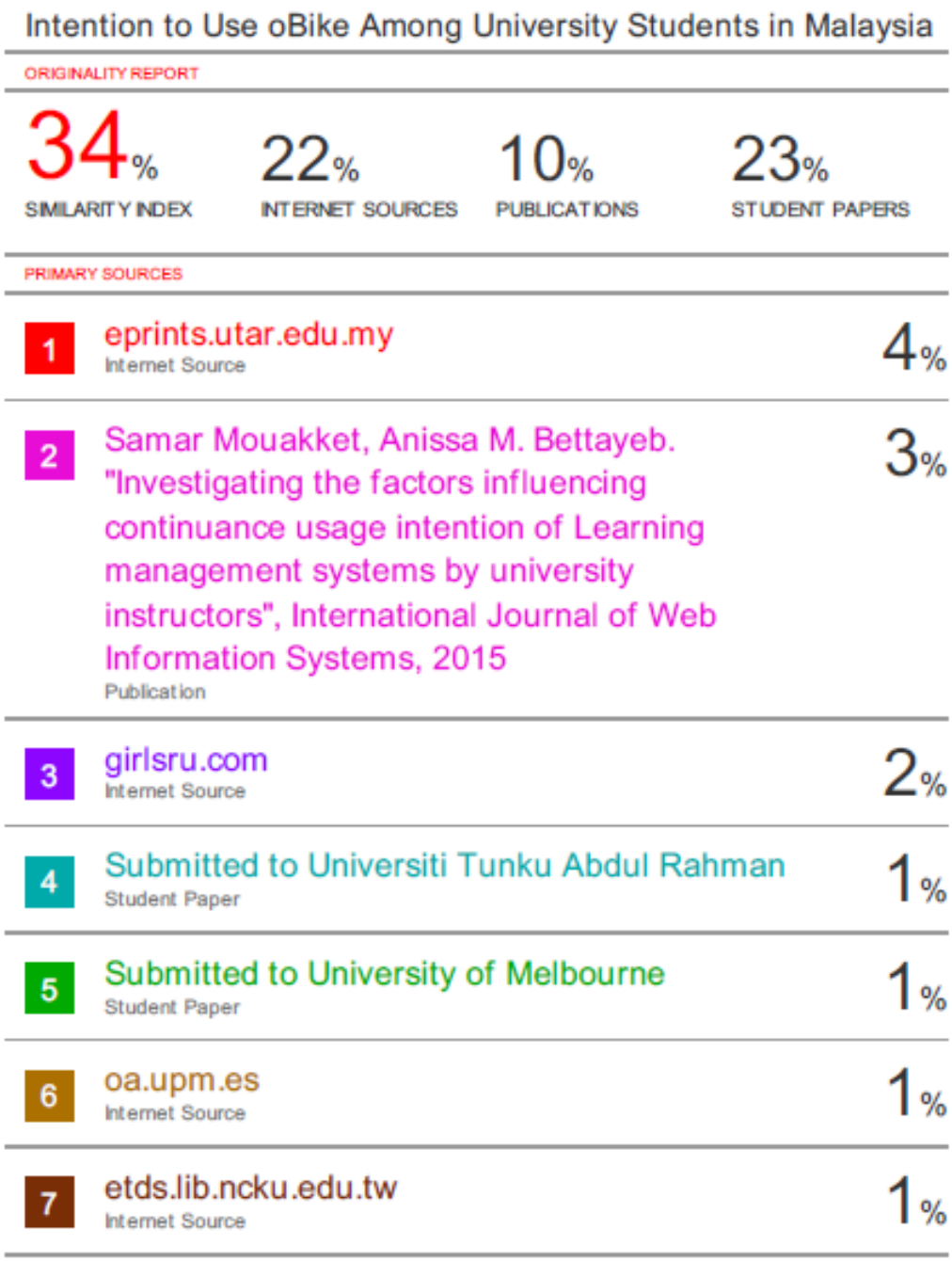
Model: Linear_Regression_Model

Dependent Variable: MEAN_UI MEAN_UI



Generated by the SAS System ('Local', X64_8PRO) on January 29, 2019 at 2:41:35 PM

Appendix 4.6: Turnitin Comprehensive Report



Intention to Use oBike Among University Students in Malaysia

ORIGINALITY REPORT

34%	22%	10%	23%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	eprints.utar.edu.my Internet Source	4%
2	Samar Mouakket, Anissa M. Bettayeb. "Investigating the factors influencing continuance usage intention of Learning management systems by university instructors", International Journal of Web Information Systems, 2015 Publication	3%
3	girlsru.com Internet Source	2%
4	Submitted to Universiti Tunku Abdul Rahman Student Paper	1%
5	Submitted to University of Melbourne Student Paper	1%
6	oa.upm.es Internet Source	1%
7	etds.lib.ncku.edu.tw Internet Source	1%