

# Examining the Utilization of the Bicycle Rental System through Customer Satisfaction Index

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## Abstract

The Taipei City government in Taiwan has developed transportation for shorter distances that produces little pollution and consumes little energy: the “YouBike” bicycle rental system. This study intends to uncover the utilization of and satisfaction with YouBikes among the general public in Taiwan. This study combines the indicators of the American Customer Satisfaction Index and the European Customer Satisfaction Index. We adopt a questionnaire survey and conduct analysis with a structural equation modeling to discover the bilateral impacts between each latent variable. The results show that image, perceived quality, and perceived value have a positive impact on customer satisfaction, while customer satisfaction has a positive impact on customer loyalty. We hope to provide these results for the executive authority of YouBike as a reference for attracting more participants to utilize YouBike bicycles, and engage themselves to care for the earth through concrete actions.

Keyword : YouBike, American Customer Satisfaction Index, European Customer Satisfaction Index, Structural Equation Modeling