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Factors Impacting Customers' Satisfaction, Loyalty, and Continuance Intention in Using Car Sharing Service Platform in Chengdu, China

Junpeng Jiang*

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Abstract

Purpose: By understanding the importance of commitment, satisfaction, and continuance intention, service providers can enhance their strategies for delivering these benefits to customers, ultimately fostering customer loyalty. This study aims to examine factors impacting customers' satisfaction, loyalty, and continuance intention to use car-sharing services platforms. The key variables include perceived ease of use, perceived usefulness, perceived quality, value for money, commitment, satisfaction, customer loyalty, and continuance intention. **Research design, data, and methodology:** The researchers employed a quantitative method, using online survey distributed to 500 respondents in the Chengdu region of China. The data collected from the survey was then analyzed using confirmatory factor analysis, and structural equation modeling to test the research hypotheses. **Results:** Perceived ease of use has a significant impact on perceived usefulness. Perceived ease of use and perceived usefulness significantly impact satisfaction, and continuance intention. In addition, perceived quality and value for money significantly impact satisfaction. Lastly, commitment and satisfaction positively impact customer loyalty. **Conclusions:** This study provides initial insights into the factors contributing to customers' decision to stay in peer-to-peer relationships within the sharing economy. Furthermore, the study suggests how service providers can strengthen the relationships between customers and peer service providers.

Keywords: Customer loyalty, Commitment, Satisfaction, Continuance Intention, Sharing Economy Services

JEL Classification Code: E44, F31, F37, G15

1. Introduction

The sharing economy has witnessed remarkable expansion in the last decade due to evolving customer demands and technological advancements (Kumar et al., 2018). This growth has led to significant transformations in various industries, redefining traditional business practices. The sharing economy typically involves individuals exchanging goods or services through online platforms, with a particular emphasis on peer-to-peer transactions. These platforms are specifically designed to cater to the needs of mobile device users (Ganapati & Reddick, 2018). The impact of the sharing economy can be observed in several ways: transportation, accommodation, peer-to-peer services, goods sharing, and food delivery. The sharing economy has had a significant and far-reaching impact on various facets of society and the economy. Its continuous expansion and development are expected to drive further transformations, making it a subject of ongoing research and interest (Liu & Xu, 2019). The development of the car-sharing economy and service platforms has been a notable trend in recent years. Car sharing refers to the practice of individuals or companies making their vehicles available for others to use temporarily, typically through a digital platform or mobile application (Steenbruggen et al., 2014). These platforms connect car owners with individuals needing transportation, providing a convenient and flexible alternative to traditional car ownership and rental services. The car-sharing economy has gained traction due to several factors. First, there has been a shift in consumer preferences towards shared and sustainable

1*Junpeng Jiang, Chengdu Culture and Tourism Bureau, Sichuan province, China. Email: 344373123@qq.com

modes of transportation. Increasing environmental consciousness, urbanization, and the desire for cost-effective solutions have contributed to the popularity of car sharing. Advancements in technology, particularly the widespread use of smartphones and the availability of mobile apps, have played a significant role in enabling the growth of car-sharing service platforms (Watanabe et al., 2020). These platforms provide the infrastructure for users to find, book, and access shared vehicles easily. They often offer features such as GPS tracking, secure keyless entry, and digital payment systems, enhancing the convenience and user experience (Anderson, 2014). Entrepreneurs and established transportation companies have also embraced car-sharing service platforms as an opportunity for business innovation. Various players, including traditional car rental companies, automakers, and start-ups, have entered the market with their car-sharing platforms, creating a competitive landscape and driving further growth. The benefits of car-sharing and car-sharing service platforms are numerous (Agatz et al., 2010). They offer increased mobility options, reduced traffic congestion, lower environmental impact, and cost savings for users who do not need to bear the expenses of car ownership, such as maintenance, insurance, and parking fees. Car sharing also promotes the efficient use of existing vehicles, leading to a more sustainable transportation system. However, challenges still need to be solved in developing the car-sharing economy. These include concerns about insurance coverage, regulations, liability issues, and ensuring vehicle owners' and users' security and safety.

Additionally, the success of car-sharing service platforms relies heavily on building trust and maintaining a reliable and convenient user experience. The development of the car-sharing economy and car-sharing service platforms has transformed how people access and utilize transportation services. As technology advances and consumer preferences evolve, the car-sharing industry will likely continue to grow and adapt, contributing to the broader shift towards more sustainable and shared mobility solutions (Anderson, 2014).

The car-sharing economy in China has experienced significant growth and has become a prominent part of the country's transportation landscape. China's large population, rapid urbanization, and increasing demand for convenient and sustainable transportation have contributed to the popularity of car-sharing services. Several factors have influenced the development of the car-sharing economy in China. First, the government has supported the industry's growth by implementing policies and regulations that promote shared mobility solutions. Car-sharing services have been encouraged in many cities to reduce traffic congestion, air pollution, and parking issues. The rise of digital platforms and smartphone penetration in China has also played a crucial role in the success of car-sharing services. Mobile apps have made it easier for users to locate and book shared vehicles while enabling features like GPS tracking, secure access, and cashless payments.

China has diverse car-sharing models, including traditional station-based and free-floating car-sharing. Station-based car sharing involves designated parking spots where users can pick up and return vehicles. Free-floating car sharing allows users to pick up and drop off vehicles at any available parking space within a defined service area. Major cities in China, such as Beijing, Shanghai, and Shenzhen, have seen the highest adoption of car-sharing services. Many local and international car-sharing companies have entered the Chinese market, including Didi Chuxing, Meituan, Shouqi Car Rental, and EVCARD. These companies have significantly expanded their fleets and user bases, offering various vehicle options to cater to different user needs (China Automotive News, 2023). The benefits of car sharing in China align with glob (China Automotive News, 2023) trends, including reduced car ownership, increased resource utilization, and reduced environmental impact. Car sharing provides an affordable and flexible transportation option for urban residents who do not require a private vehicle daily. It also alleviates traffic congestion and improves air quality in densely populated cities (China Automotive News, 2023). However, challenges exist in the Chinese car-sharing market. These include addressing concerns related to parking availability, traffic management, maintaining the condition of shared vehicles, and ensuring compliance with regulations and insurance requirements. Building trust among users and addressing potential security and safety issues are also critical for the sustained growth of the car-sharing economy in China (China Automotive News, 2023). Overall, the car-sharing economy in China continues to evolve and expand, driven by favorable government policies, technological advancements, and changing consumer preferences. As the industry matures, it is expected to impact urban transportation substantially, providing a sustainable and convenient alternative to private car ownership.

2. Literature Review

2.1 Perceived Ease of Use

Rogers (1962) defined perceived ease of use as the extent to which an innovation is perceived as easy to understand, learn, and operate. Zeithaml et al. (2002) described it as an individual's subjective assessment of the effort, complexity, or difficulty of using a specific technology, system, or service. Bashir and Madhavaiah (2015) stated that perceived ease of use reflects the perceived efficiency and ease of utilizing a system's service. Chauhan (2015) further explained that it refers to individuals' belief that using the target system's service would be more efficient and straightforward.

Perceived ease of use is closely linked to perceived usefulness, as users' perceptions of ease of use can influence their perception of the overall usefulness of the technology (Venkatesh & Davis, 2000). Organizations aim to enhance perceived ease of use by addressing usability issues, providing clear instructions, and minimizing complexities, reducing users' perceived effort and increasing satisfaction, ultimately leading to higher technology adoption and usage (Venkatesh et al., 2003). Han et al. (2015) conducted a study on customer intention toward mobile commerce (m-commerce) in Vietnam and discovered that perceived ease of use positively impacts perceived usefulness. In other words, when customers perceive a mobile commerce platform as easy to use, they are more likely to perceive it as useful. Yang (2010) highlighted the significance of a user-friendly mobile shopping website in persuading customers about the usefulness of mobile shopping and improving their overall purchasing experience. Therefore, the researcher proposed the following hypothesis:

H1: Perceived ease of use has a significant impact on perceived usefulness.

H2: Perceived ease of use has a significant impact on satisfaction.

H7: Perceived ease of use has a significant impact on continue intention.

2.2 Perceived Usefulness

Davis (1989) introduced the concept of perceived ease of use, which refers to an individual's subjective perception of the effort and difficulty associated with using a specific product, system, or technology. Mathwick et al. (2001) identified perceived usefulness, aligning with Davis's (1989) notion. Yang (2017) highlighted the widespread study of perceived usefulness in various fields, such as technology acceptance, human-computer interaction, and user experience, to understand how users perceive and evaluate the potential benefits and value of adopting new technologies. Bhattacherjee (2001) emphasized that the perceived usefulness of the sharing economy significantly influences individuals' decision-making and willingness to participate in sharing practices or use sharing economy platforms and services. Perceived usefulness is often measured using self-reported ratings or scales in research studies to assess the perceived practical value and utility of a given technology or system from the user's perspective (Lee, 2010). Akturan and Tezcan (2012) demonstrated that perceived usefulness strongly influences mobile banking in m-commerce.

Furthermore, Hamari et al. (2016) investigated the influence of perceived usefulness on users' intention to participate in sharing economy platforms. Hence, the researcher proposed the following hypothesis:

H3: Perceived usefulness has a significant impact on satisfaction.

H4: Perceived usefulness has a significant impact on continuance intention.

2.3 Perceived Quality

Steenkamp (1990) highlighted that consumers' perception of product quality depends on their needs, desires, and belief in the product's benefits. Zeithaml (1988) defined perceived quality as an individual's subjective evaluation or judgment of the excellence, superiority, or desirability of a product, service, or experience. Yoo et al. (2000) described perceived quality as an individual's subjective assessment of various factors, including reliability, durability, aesthetics, functionality, and performance. Perceived quality entails the subjective assessment and evaluation of a product or service's excellence, superiority, or desirability from the customer's perspective. It encompasses the customer's perception of the product's attributes, features, and performance with their expectations and needs (Khalid & Helander, 2004). In the context of the sharing economy, perceived quality refers to customers' subjective evaluation or judgment of the overall quality of goods, services, or experiences obtained through sharing economy platforms or providers. It encompasses customers' perceptions of the sharing economy offering's reliability, performance, functionality, and other relevant attributes (Biedenbach & Marell, 2010). According to Ahmed et al. (2021), perceived quality positively influences satisfaction. Suhaimi et al. (2018) demonstrated that perceived quality also positively impacts passenger satisfaction. Therefore, the researcher proposed the following hypothesis:

H5: Perceived quality has a significant impact on satisfaction

2.4 Value for Money

Brennan et al. (2017) discovered that value for money refers to the perception and evaluation of customers' overall worth, benefit, or utility about the price or cost of a product or service. Penyalver et al. (2019) indicated that value for money has long been recognized as a crucial factor for marketing managers in predicting customer satisfaction. Lee et al. (2019) stated that money for value describes the extent to which customers perceive the overall service attributes of goods or services in monetary terms. It involves assessing whether the quality, features, and benefits received are commensurate with the price paid and determining whether the purchase is worthwhile or offers good value. Lai and Chen (2011) emphasized the importance for service providers to differentiate between customers' actual expenses during travel, their perception of the value received

relative to the prices charged, and the consumption patterns of service providers.

Additionally, Penyalver et al. (2019) emphasized the significance of value for money as a factor influencing customer satisfaction. Van Lierop et al. (2018) highlighted that value for money strongly affects customers' satisfaction with public transport. Synthesizing literature and previous studies, the researcher developed the first hypothesis of the conceptual framework as follows:

H6: Value for money has a significant impact on satisfaction.

2.5 Satisfaction

Satisfaction refers to the subjective evaluation or feeling of contentment, fulfillment, or gratification that individuals experience when assessing a product, service, or overall experience (Bhattacherjee, 2001). It is often determined by comparing a product or service's perceived performance or outcomes with an individual's initial expectations or standards. Various factors can influence customer satisfaction, including product/service quality, perceived value, customer service, and personal preferences (Hollebeek, 2011). Fornell et al. (2006) proposed that customer satisfaction can be understood as the result of comparing the perceived performance of a product or service with the customer's expectations prior to making a purchase. Parasuraman et al. (1985) underscored the significant role of consumer perception of service quality in determining a company's success, as it directly impacts customer satisfaction and loyalty. Some researchers argue that service quality is a crucial prerequisite for customer satisfaction.

Additionally, Tumaku et al. (2023) found that trust and satisfaction substantially influenced users' intention to continue using a product or service. Parasuraman et al. (1985) underscored the significant role of consumer perception of service quality in determining a company's success, as it directly impacts customer satisfaction and loyalty. Some researchers argue that service quality is a crucial prerequisite for customer satisfaction. Therefore, the researcher proposed the following hypothesis:

H8: Satisfaction has a significant impact on continuance intention.

H10: Satisfaction has a significant impact on customer loyalty.

2.6 Commitment

Geyskens et al. (1996) defined commitment in relationship marketing research as the customers' orientation towards a business relationship rooted in an emotional bond. In service marketing, Berry and Parasuraman (1991) found that the relationship between a customer and a service provider is built on mutual commitment. Assael (1987) and Morgan and Hunt (1994) discussed the significance of commitment for marketers, as it not only reflects the client's current attitude but also provides insights into the relationship's future trajectory. Commitment is widely recognized as crucial for successful social interactions, including customer-supplier relationships (Thibaut & Kelley, 1959). Tabrani et al. (2018) underscored the importance of commitment in the sharing economy, where peer-to-peer relationships and personal interactions are crucial. In the service industry, Yang et al. (2017) highlighted the role of commitment as a mediator between customer loyalty and purchase intention. Yang (2017) established a positive relationship between commitment and customer loyalty. Similarly, Anderson and Weitz (1992) found that customers who are committed to a company hold the relationship in high regard, perceiving it as deserving of effort and attention. Commitment is often associated with loyalty.

H9: Commitment has a significant impact on Customer Loyalty.

2.7 Customer Loyalty

Ehrenberg (1988) and Jacoby (1971) defined customer loyalty as the degree of commitment, attachment, and allegiance a customer exhibits towards a particular brand, product, or service over time. Hess and Storey (2005) pointed out loyalty as a preference and a commitment, respectively. According to Oliver (1999), loyalty is a strong and enduring commitment to consistently engage in repeat purchases or favor preferred products/services over time. It involves a steadfast dedication to repeatedly choosing the same brand. Uncles et al. (2003) proposed a three-dimensional perspective on customer loyalty, which considers multiple dimensions or aspects of loyalty. In the context of the sharing economy, loyalty refers to the commitment and continued engagement of users with a specific sharing platform or provider of shared resources or services. It involves the willingness of users to repeatedly choose and utilize the same platform or provider over alternative options available in the sharing economy. Loyalty can encompass various dimensions, including repeat usage, positive word-of-mouth, trust and reliability, engagement and participation, and resistance to switching (Belk, 2014).

2.8 Continuance Intention

Park (2014) defined the concept of continuance intention as an individual's intention or inclination to continue using a specific product or service in the future. Limayem et al. (2007) identified several additional factors that influence a user's continuance intention, with habits being one of them. These factors encompass various elements that impact an individual's decision to maintain usage and develop a

habitual behavior towards the product or service. Cheng (2020) discovered that continuance consumption intention refers to the user's intention to continue browsing and searching for information. Continuance intention reflects the individual's subjective assessment of the benefits, satisfaction, and perceived value derived from the ongoing use of the product or service (Liao et al., 2007). Kim et al. (2013) highlighted several factors that drive the intention of mobile users to continue engaging with a product or service, which include user motivation, perceived value, and satisfaction. Furthermore, social influences strongly affect continence intention (Zhou & Li, 2014). According to Wang et al. (2019), customer satisfaction positively impacts the intention to continue using mobile apps.

3. Research Methods and Materials

3.1 Research Framework

The research framework was developed by integrating elements from the three preceding theoretical frameworks. In the first study, Cheng (2020) provided perceived usefulness, ease of use, satisfaction, and continuance intention. In the second study, Ahmed et al. (2021) provided perceived quality, value for money, passenger satisfaction, and customer loyalty. In the third study, Yang et al. (2017) provided commitment and customer loyalty. Figure 1 illustrates the research framework, which is built upon the findings of previous studies.

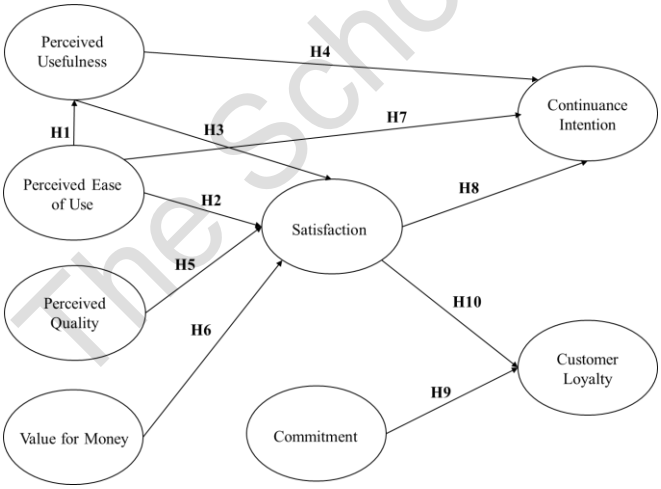

Figure 1: Conceptual Framework

H1: Perceived ease of use has a significant impact on perceived usefulness
H2: Perceived ease of use has a significant impact on satisfaction.
H3: Perceived usefulness has a significant impact on satisfaction.
H4: Perceived usefulness has a significant impact on continuance intention.
H5: Perceived quality has a significant impact on satisfaction.
H6: Value for money has a significant impact on satisfaction.
H7: Perceived ease of use has a significant impact on continuance intention.
H8: Satisfaction has a significant impact on continuance intention.
H9: Commitment has a significant impact on customer loyalty.
H10: Satisfaction has a significant impact on customer loyalty.

3.2 Research Methodology

This quantitative study collected data through online questionnaires distributed to the target population. A 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was utilized to measure variables. Before distributing the online questionnaire, the researchers conducted an item-objective consistency (IOC) index test. The scale items for all seven variables were evaluated for content validity by three experts familiar with the research topic. A pilot test was conducted to assess the study's reliability, and Cronbach's Alpha was used to measure internal consistency among the questionnaires distributed to a sample of 50 individuals from the target population. Prior to gathering data, we conducted assessments of content validity and reliability by examining the Item Objective Congruence (IOC) Index and conducting a pilot test with a sample size of 30, using Cronbach's Alpha. The IOC Index results, evaluated by three experts, demonstrated that all constructs received a minimum score of 0.6, indicating approval. Additionally, for internal consistency, we aimed to achieve Cronbach's Alpha values equal to or exceeding 0.7.

After establishing reliability and content validity, the researchers distributed the questionnaires to the target population, resulting in 500 valid responses for analysis. The data were analyzed using confirmatory factor analysis (CFA) and structural equation modeling (SEM) with the assistance of SPSS and AMOS software.

3.3 Population and Sample Size

According to Malhotra and Birks (2003), the target population in this study consisted of people who had experience using three car-sharing platforms. These three platforms were selected as they were considered representative and widely used in the Chengdu region, China (Didi et al.). The sample size of 500 valid questionnaires was

determined based on recommendations by Williams et al. (2010), who stated that the sample size should be representative of the population under study. With eight latent variables and 30 observed variables, the study employed a complex model. In line with the suggestion by Williams et al. (2010), a minimum sample size of 425 was considered necessary for complex models. To ensure the validity of the questionnaires, approximately 550 questionnaires were distributed, and 500 valid responses were used for the study.

3.4 Sampling Technique

This study's target population consisted of Chinese individuals residing in the Chengdu region, China, who had previously used car-sharing platforms from three specific brands: Didi Taxi, Dida Taxi, and Caocao Taxi. To select and reach the target samples, the researchers employed purposive or judgment and convenience sampling. Babbie (1990) defined judgmental or purposive sampling as a non-probability technique. Initially, the researchers selected individuals who had experienced using the three mentioned platforms. Subsequently, stratified sampling was used to collect data in proportion to the size of the car-sharing platform consumer population.

Table 1: Sample Units and Sample Size

Platform	Population Size (1M)	Proportional Sample Size (n=500)
Didi Taxi	700,000	350
T3 Taxi	160,000	80
Caocao Taxi	140,000	70

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

The demographic information collected from the respondents in this study included their gender, age range, education level, occupation, and monthly income. Among the 500 respondents, there were 261 females, representing 52.2 % of the total sample, and 239 males, representing 47.8 % of the total sample. The respondents aged 18 to 28 were 123 (24.6%). The respondents aged 29 to 38 were 135 (27%). One hundred forty-six respondents (29.2%) were 39 to 48 years old. 146 respondents (19.2%) were more than 48 years old. Among the 500 respondents in this study, the majority had attained a bachelor's degree as their primary level of education. This group accounted for 57% of the total respondents, with 285 individuals falling into this category. The second largest group comprised respondents with an upper secondary education, totaling 118 individuals or 23.6%. There were 50 respondents with a lower secondary, comprising 10%. For the master's degree, there were 46 respondents, accounting for 9.2% of the sample. Lastly, one respondent with a doctoral degree made up 0.2% of the 500 sample. Occupation analysis of frequency and percentage of use is shown in Table 2. The respondents of self-employed were 86 (17.2%), the respondents of government officers were 35 (7%), the respondents of education/ teachers were 46 (9.2%), the respondents of private company employees were 189 (37.8%), the respondents of state enterprise employees were 62 (10.8%), the respondents of banking, finance, insurance were 68 (13.6%), at last, others were 14 (2.8%). According to Table 2 most 500 respondents reported a monthly income of approximately 5,001 to 10,000 CNY (49%). Whose monthly income of 3,000 to 5,000 CNY was 152 (30.4%). A group earning more than 10,000 monthly was 95 respondents (19%). The other group was people who earned below 3,000 CNY monthly were 8 (1.6%).

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	239	47.8%
	Female	261	52.2%
Age Range	18-28	123	24.6%
	29-38	135	27%
	39-48	146	29.2%
	More than 48	96	19.2%
Education level	Lower secondary	50	10%
	Upper secondary	118	23.6%
	Bachelor's degree	285	57%
	Master's degree	46	9.2%
	Doctoral degree	1	0.2%
Occupation	Self-employed	86	17.2%
	Government officer	35	7%
	Education/teacher	46	9.2%
	Private company	189	37.8%
	State enterprise employee	62	12.4%
	Employee Banking, finance,	68	13.6%
	Banking, finance, insurance	14	2.8%
Monthly income (CNY)	Below 3,000	8	1.6%
	3,000-5,000	152	30.4%
	5,001-10,000	245	49%
	More than 10,000	95	19%

Source: Constructed by author

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is a statistical technique used to assess the validity and fit of a hypothesized measurement model or theory. Structural equation modeling (SEM) aims to confirm or validate the underlying factor structure and relationships among observed variables and latent constructs (Byrne, 2010). CFA can assess convergent validity (through factor loadings, composite reliability, and average variance extracted) and discriminant validity. The

results presented in Table 3 indicate that the construct demonstrates internal consistency based on the rule of thumb that Cronbach's Alpha should be 0.70 or higher (Dikko, 2016). According to Hair et al. (2010), the factor loadings of each variable exceeded 0.5, with t-values above 1.98 and p-values below 0.05. Additionally, the composite reliability (CR) for all constructs exceeded 0.7, and the average variance extracted (AVE) exceeded 0.4, as recommended by Fornell and Larcker (1981). These findings indicate that the statistical estimates reached an optimal level.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Perceived Usefulness (PU)	Davis (1989)	4	0.891	0.794-0.851	0.891	0.672
Perceived Ease of Use (PEOU)	Rogers (1962)	4	0.890	0.812-0.834	0.890	0.670
Satisfaction (S)	Bhattacherjee (2001)	4	0.878	0.774-0.826	0.878	0.644
Perceived Quality (PQ)	Biedenbach and Marell (2010)	3	0.875	0.825-0.850	0.875	0.701
Value for Money (VFM)	Brennan et al. (2017)	4	0.908	0.83-0.857	0.908	0.711
Loyalty (LO)	Oliver (1999)	3	0.865	0.797-0.848	0.948	0.789
Continuance Intention (CI)	Park (2014)	5	0.902	0.795-0.813	0.865	0.682
Commitment (CMI)	Geyskens et al. (1996)	3	0.870	0.816-0.838	0.870	0.690

Confirmatory factor analysis (CFA) was used to test whether the measurement model between the observed variables and potential variables in the measurement model was consistent with the observed data (Brown, 2015). Ainur et al. (2017) indicated that Good-of-Fit (GoF) was used to measure the fitting degree of the measurement model. Table 4 showed the values of GoF were CMIN/DF = 1.112, GFI = 0.947, AGFI = 0.935, NFI=0.956, CFI = 0.995, TLI = 0.995, and RMSEA = 0.015

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	1.112
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.947
RMSEA	< 0.08 (Pedroso et al., 2016)	0.015
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.935
NFI	≥ 0.80 (Wu & Wang, 2006)	0.956
CFI	≥ 0.80 (Bentler, 1990)	0.995
TLI	≥ 0.80 (Sharma et al., 2005)	0.995
Model Summary		**In harmony with empirical data**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, RMSEA = Root mean square error of approximation, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index and TLI = Tucker Lewis index

Discriminant validity is a type of construct validity that examines the distinctiveness or lack of overlap between different constructs or measures. It assesses whether the indicators or items designed to measure different constructs are truly distinct and do not correlate strongly with each other. Discriminant validity is established when a construct's square root of the Average Variance Extracted (AVE) is greater than the correlation coefficient between that construct and any other inter-correlated construct (Fornell & Larcker, 1981). This criterion ensures that the shared variance between constructs is smaller than the variances captured by each construct, indicating their distinctiveness and lack of overlap.

Table 5: Discriminant Validity

	PU	PEOU	CI	S	PQ	LO	VFM	C
PU	**0.820**							
PEOU	0.379	**0.819**						
CI	0.651	0.360	**0.805**					
S	0.609	0.332	0.610	**0.803**				
PQ	0.409	0.175	0.425	0.314	**0.837**			
LO	0.348	0.263	0.346	0.321	0.252	**0.826**		
VFM	0.402	0.254	0.322	0.362	0.218	0.221	**0.843**	
C	0.383	0.329	0.412	0.349	0.225	0.306	0.223	**0.831**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

Structural Equation Modeling (SEM) is a statistical technique that analyzes complex relationships between observed and latent (unobserved) variables. It is a comprehensive framework that combines factor analysis, path analysis, and regression analysis to examine the measurement and structural models simultaneously (Newcomb & Bentler, 1988). The model's goodness of fit is presented in Table 5, where the statistical indicators from the SEM are Compared against acceptable criteria. The fit indices used for assessing the model's goodness of fit are as follows: CMIN/DF = 1.502, GFI = 0.930, AGFI = 0.916, CFI =0.978, TLI = 0.976, and RMSEA = 0.032, NFI= 0.939. These index values fall within the acceptable range, indicating that the model fits well.

Table 6: Goodness of Fit for Structural Model

Index	Acceptable	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	1.502
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.930
RMSEA	< 0.08 (Pedroso et al., 2016)	0.032
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.916
NFI	≥ 0.80 (Wu & Wang, 2006)	0.939
CFI	≥ 0.80 (Bentler, 1990)	0.978
TLI	≥ 0.80 (Sharma et al., 2005)	0.976
Model Summary		**In harmony with Empirical data**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, RMSEA = Root mean square error of approximation, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index and TLI = Tucker Lewis index

4.4 Research Hypothesis Testing Result

In structural models, the significance of the relationships between variables is assessed by examining standardized path coefficient and t-value. The findings indicate that all proposed hypotheses are supported, indicating significant relationships between the variables.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-Value	Result
H1: PEOU→PU	0.424	7.994*	Supported
H2: PEOU→S	0.108	2.098*	Supported
H3: PU→S	0.479	9.460*	Supported
H4: PU→CI	0.370	7.593*	Supported
H5: PQ→S	0.093	2.332*	Supported
H6: VFM→S	0.134	3.256*	Supported
H7: PEOU→CI	0.098	2.319*	Supported
H8: S→CI	0.314	6.400*	Supported
H9: CMI→LO	0.214	4.438*	Supported
H10: S→LO	0.254	5.219*	Supported

Note: * p<0.05
Source: Created by the author

H1: The standardized path coefficient between perceived ease of use and perceived usefulness was found to be 0.424, with a significant t-value of 7.994*. Consistent with the previous empirical studies (Han et al., 2015); (Chen, 2008) and (Yang, 2010). The hypothesis was supported, indicating a positive influence of perceived ease of use on perceived usefulness. Therefore, H1 has been confirmed.

H2: The standardized path coefficient between perceived ease of use and satisfaction was determined to be 0.108, with a significant t-value of 2.098*. As a result, H2 was supported, indicating a positive causal relationship between perceived ease of use and satisfaction. This finding aligns with prior research conducted by (Thong et al., 2006) and (Cho, 2016).

H3: The hypothesis received support, indicating a positive influence of perceived usefulness on satisfaction, with a standardized path coefficient of 0.479 and a significant t-value of 9.460*. This finding is consistent with (Li & Wang, 2018; Puriwat & Tripopsakul, 2021; Rahi & Ghani, 2021). Therefore, H3 has been confirmed.

H4: The hypothesis testing revealed that the standardized path coefficient between perceived usefulness and continuance intention was 0.370, with a significant t-value of 7.593*. Consequently, H4 was supported, indicating a positive influence on perceived usefulness on continuance intention.

H5: The standardized path coefficient between perceived quality and satisfaction was determined to be 0.093, with a significant t-value of 2.332*. As a result, H5 was supported, indicating a positive relationship between perceived quality and satisfaction. Furthermore, this finding is consistent with previous research conducted by (Suhaimi et al., 2018) and (Smith & Johnson, 2022).

H6: The hypothesis testing revealed that the standardized path coefficient between value for money and satisfaction was 0.134, with a significant t-value of 3.256*. This finding is consistent with previous studies conducted by several studies (Ahmed et al., 2021; Flint et al., 2011; Penyalver et al., 2019), who found that value for money has a positive influence on satisfaction.

H7: The hypothesis received support, indicating a positive influence of perceived ease of use on continuance intention, with a standardized path coefficient of 0.098 and a significant t-value of 2.319*. This finding aligns with previous studies conducted by (Cheng, 2020). Therefore, H7 has been confirmed, supporting the notion that perceived ease of use positively impacts continuance intention.

H8: The hypothesis testing revealed that the standardized path coefficient between satisfaction and continuance intention was 0.314, with a significant t-value of 6.400*. This finding is in line with previous research conducted by Wang et al. (2019) and (Ariffin et al., 2021), indicating a positive influence of satisfaction on continuance intention. Therefore, H8 has been supported.

H9: The standardized path coefficient between commitment and loyalty was 0.214, with a significant t-value of 4.438*. Therefore, H9 was supported, indicating a positive relationship between commitment and loyalty. This finding is consistent with previous research (Garbarino & Johnson, 1999). it further supports the notion that perceived ease of use positively influences satisfaction.

H10: The standardized path coefficient between satisfaction and loyalty was 0.254, with a significant t-value of 5.219*. Consequently, H10 was supported, indicating a positive relationship between satisfaction and loyalty. This finding is in line with previous research conducted by Tussyadiah and Zach (2017) and Namukasa (2013), once again confirming the notion that perceived quality has a positive influence on satisfaction.

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

This research examines the factors impacting customer satisfaction, loyalty, and continuance intention in using car-sharing economy service platforms in the Chengdu region, China. The researchers selected the three most popular car-sharing platforms: Didi Taxi, T3 Taxi, and Caocao Taxi. The car-sharing economy in China has gained substantial traction due to several factors. One key driver is the increasing urbanization and congestion in major cities, which has led to a demand for more efficient and flexible transportation options. Car-sharing services provide a convenient solution, allowing individuals to access vehicles when needed without the burden of ownership, parking, and maintenance costs. The research focused on examining the individual-level relationship between customers and service providers, going beyond the scope of traditional studies that primarily investigate the relationship between customers and sharing business platforms. By shifting the focus to the interaction between customers and service providers, the research aimed to gain a deeper understanding of the dynamics and factors that influence customer experiences in the context of the sharing economy.

This study employed a quantitative approach to investigate the influence of eight variables and test ten hypotheses on customer satisfaction, loyalty, and continuance intention. The variables examined included perceived usefulness, perceived ease of use, perceived quality, value for money, and commitment: satisfaction, customer loyalty, and continuance intention. The study explored how these variables impact customer satisfaction, loyalty, and continuance intention using the car-sharing economy service platform. This study employed a quantitative research design, utilizing a questionnaire to collect data. Several statistical techniques were employed to ensure the content validity and reliability of the proposed conceptual framework, including initial item selection, pilot testing, confirmatory factor analysis (CFA), and structural equation modeling (SEM).

The results of this study can be summarized as follows. First, perceived ease of use positively impacts perceived usefulness, satisfaction, and continuance intention. Secondly, perceived usefulness positively impacts satisfaction and continuance intention. Thirdly, perceived quality and value for money significantly impacted satisfaction. Fourthly, commitment and satisfaction positively impact customer loyalty. Prior research on adopting internet-based car-sharing economy service platforms has primarily overlooked exploring network externality effects from customers' and service providers' perspectives. These effects are relevant to customers' initial usage and play a significant role in their continuance intentions. Thus, incorporating network externality into studying customers' continuance intentions in internet-based car-sharing economy service platforms provide valuable insights, particularly concerning the bandwagon effects among customers and service providers.

5.2 Recommendation

This study comprehensively analyzes the factors influencing customer satisfaction, loyalty, and continuance intention in using sharing economy service platforms. It offers detailed insights into the key determinants and their relationships within the context of these platforms. The study identifies and examines various factors that impact customer satisfaction, including perceived usefulness, perceived ease of use, service quality, trust, and relational benefits. It demonstrates how these factors contribute to customer satisfaction by fulfilling their needs, enhancing their overall experience, and building trust and relationships with the platform and service providers. Additionally, the study highlights the significance of customer loyalty and continuance intention in the sharing economy service platform context. It reveals that commitment, satisfaction, and perceived usefulness play crucial roles in shaping customer loyalty and intention to continue using the platform. These findings emphasize the importance of fostering positive customer experiences and meeting their expectations to encourage long-term engagement and loyalty.

Furthermore, the study provides valuable insights for sharing-economy service platform providers. It suggests strategies to enhance customer satisfaction, loyalty, and continuance intention, such as improving service quality, promoting the platform's usefulness, and nurturing customer relationships. By understanding these factors and their impact, providers can design effective marketing, communication, and operational strategies to attract and retain customers in the competitive sharing economy market. Overall, this study contributes to the existing knowledge by offering a comprehensive understanding of the factors affecting customer satisfaction, loyalty, and continuance intention in sharing economy service platforms. Its findings have practical implications for platform providers seeking to optimize customer experiences, increase loyalty, and drive continued usage of their services.

5.3 Limitation and Further Study

The theoretical framework of this study focuses on the relationship between relational benefits, commitment, and customer loyalty within the car-sharing economy context. However, it is important to note that the framework does not consider other antecedents or consequences of relational benefits. One intriguing aspect to explore is the role of

platforms in facilitating the creation of relationship benefits. As intermediaries, these platforms are crucial in connecting customers with individual service providers. Customers often rely on trusted platforms to meet their needs before developing an established relationship with a specific service provider. These platforms are the initial point of contact, where many long-term relationships between customers and service providers originate. Customers may be less inclined to develop relationships with the platforms themselves. This observation applies not only to sharing economy platforms but also to traditional service platforms. The primary focus is establishing relationships with individual service providers who can fulfill customer requirements.

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