## WHAT DRIVES CUSTOMER SATISFACTION AND

**LOYALTY IN SCOOTER SHARING SERVICES?** 

Polina Peredera

Master of Management, International Marketing

Professor Alexandra Streukens



## BACKGROUND

The emergence of digital and technological advancements has introduced consumers to the phenomenon of Sharing Economy. Shared electric scooters represent one of the most innovative branches of shared mobility.

Customer perspective on the scooter sharing services

**Customer Perceived Value** 

**Customer Satisfaction and Loyalty** 

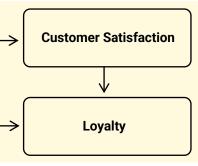
## RESEARCH DESIGN

The research was based on the customer perspective of scooter-sharing services. Drawing upon the framework of Jiang et al. (2019), customer perceived value included 5 value constructs: functional, economic, emotional, green, ethical. The impact of each value construct was measured in relation to customer satisfaction and loyalty. Additionally, the impact of customer satisfaction on loyalty was measured.

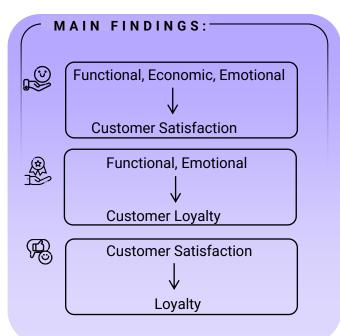














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Charge, Condition, Accessibility

Economic Value:

Price/journey

Emotional Value:

Emotional elements of customer journey

Virtual engagement

Sustainable and Ethical efforts have no impact on satisfaction and loyalty