

The Influence of Hedonistic Motivation and Social Interaction on Participation Intentions of Cycling Community in Yogyakarta

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Abstract. This study investigates the influence of hedonic motivation and social interaction on participation intention in cycling communities in Yogyakarta. The transformation of cycling from a functional activity into an urban lifestyle highlights the importance of experiential and social drivers. This research employs a quantitative approach using a structured questionnaire administered to 120 active members of cycling communities. Data were analyzed using multiple linear regression with SPSS. The findings indicate that hedonic motivation significantly enhances participation intention by increasing perceived enjoyment and emotional value. Social interaction also significantly influences participation intention by strengthening interpersonal ties and sense of belonging. The model explains a substantial proportion of variance in participation intention, confirming that both intrinsic and extrinsic factors are critical. The study contributes by integrating psychological and social dimensions into a unified behavioral framework and offers practical implications for community-based activity design.

Keywords: cycling community; hedonic motivation; participation intention; social interaction; urban lifestyle

RESEARCH BACKGROUND

The transformation of urban mobility in recent years has shown a significant shift from a utilitarian orientation to an experiential orientation. Cycling activities are no longer viewed merely as a means of transportation but have evolved into a part of an urban lifestyle rich in recreational and social values (Irawan et al., 2022).

In Yogyakarta, this phenomenon is reinforced by the implementation of the Jogja Bike program, which integrates technology-based transportation concepts with urban tourism (Amri et al., 2021). In addition, the development of cycling communities shows that this activity has also become a medium for intensive social interaction.

Hedonic motivation plays an important role in explaining individual involvement in experience-based activities. Individuals tend to choose activities that provide pleasure, relaxation, and emotional satisfaction (Deci & Ryan, 2000; Holbrook & Hirschman, 1982; Noerman et al., 2025). In the context of cycling, the experience is obtained thru interaction with the environment, freedom of movement, and togetherness within the community.

On the other hand, social interaction becomes a factor that strengthens the sustainability of participation. The interpersonal relationships formed within the community can enhance a sense of belonging and collective identity (Moniz et al., 2022). Even in the context of community activities, social factors often have a more dominant influence compared to individual motivations (Chen & Hsu, 2023).

However, research that integrates hedonic motivation and social interaction into a single empirical model is still limited, particularly in the context of cycling communities in developing cities. Therefore, this study aims to fill this gap by analyzing the influence of both variables on participation intention.

REVIEW OF RELATED LITERATURE

Hedonic motivation is an intrinsic drive oriented toward the pursuit of pleasure and positive emotional experiences (Holbrook & Hirschman, 1982). In the development of recent literature, hedonic motivation is also understood as a factor that drives individual engagement in experience-based activities thru the creation of emotional value and subjective satisfaction (Noerman et al., 2025; Zhang & Zhang, 2023). Social interaction refers to the process of communication and relationships between individuals that form social networks and strengthen group cohesion (Putnam, 2009). Recent research shows that social interaction significantly contributes to community engagement (Moniz et al., 2022; Ye & Zhang, 2024).

The intention to participate is viewed as the main predictor of actual behavior as explained in the Theory of Planned Behavior by Ajzen (1991). In addition to individual factors, this intention is also influenced by social norms and group interactions (Bosnjak et al., 2020). In the context of recreation, emotional experiences and activity satisfaction have been proven to increase participation intentions (Hwang & Lee, 2019; Kim & Hall, 2021). This indicates that the integration of psychological and social factors is crucial in explaining participation behavior. This research offers a contribution by integrating hedonic motivation and social interaction in explaining the intention to participate in the cycling community, particularly in the context of developing cities like Yogyakarta.

Based on theoretical studies and previous research, this study proposes the hypothesis that hedonistic motivation and social interaction positively influence the intention to participate in the cycling community.

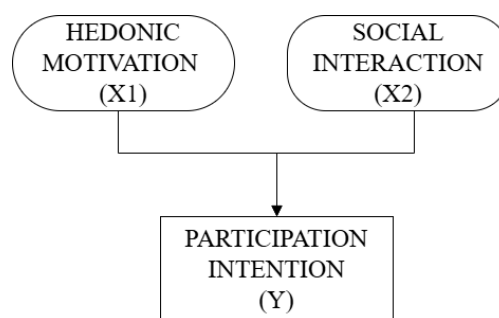


Figure 1. Concept Of Motivation and Social Participation

RESEARCH METHOD

This research uses a quantitative approach with an explanatory design. The research population consists of members of the cycling community in Yogyakarta. The research sample of 120 respondents was selected using purposive sampling technique with the criteria of being active members for at least 6 months. Data were collected using a 1–5 Likert scale questionnaire. The research variables consist of Hedonic Motivation (X1), Social Interaction (X2), Participation Intention (Y). The indicators of hedonic motivation are adapted from the concept of experiential consumption developed by Holbrook and Hirschman (1982). Social interaction is understood as a form of interpersonal relationships and social ties that strengthen community cohesion and the

sustainability of participation (Putnam, 2009; Zhang & Zhang, 2023), while the intention to participate is measured based on the Theory of Planned Behavior approach by Ajzen (1991). Data analysis was conducted using multiple linear regression with the help of SPSS.

RESULTS AND DISCUSSION

To test the influence of hedonic motivation and social interaction on participation intention, this study uses multiple linear regression analysis. The analysis was conducted to determine the direction, strength, and significance of the relationships between the research variables. The characteristics of the respondents are used to provide an overview of the profile of the cycling community members who participated in this study.

Table 1. Respondent Characteristics

Category	Frequency	Percentage
Males	78	65%
Females	42	35%
Age 18–25	40	33%
Age 26–35	52	43%
Age >35	28	24%

Table 1 shows that the majority of respondents are male, with the dominant age range being 26–35 years. This indicates that the cycling community in Yogyakarta is dominated by the productive age group that is active in social and recreational activities.

Tabel 2. Validity Test

Variable	Range r-value	r-table	Note
Hedonis Motivation	0.764–0.948	0.179	Valid
Social Interaction	0.803–0.948	0.179	Valid
Participation Intention	0.700–0.908	0.179	Valid

The results of the validity test show that all indicators have a calculated r-value greater than the table r-value of 0.179, thus all statement items are declared valid and suitable for use in the research.

Tabel 3. Reability Test

Reliable	Cronbach Alpha	Keterangan
Hedonis Motivation	0.940	Very Reliable

Social Interaction	0.935	Very Reliable
Participation Value	0.896	Reliable

The results of the reliability test show that all variables have a Cronbach’s Alpha value above 0.70, indicating that the research instrument has very good internal consistency and is suitable for hypothesis testing.

Table 4. Multiple Linear Regression Results

Variable	Coefficient	t	Sig
Constant	5.678	5.935	0.000
Hedonis Motivation	0.157	2.516	0.013
Social Interaction	0.542	8.926	0.000

The regression results show that hedonistic motivation and social interaction have a positive influence on participation intention. A significance value smaller than 0.05 indicates that both independent variables have a significant impact on participation intention. However, social interaction shows a higher coefficient, indicating that social factors play a more dominant role in maintaining community engagement.

Table 5. Model Summary

R	R ²	Adjusted R ²
0.827	0.685	0.679

The Adjusted R² value of 0.679 indicates that the research model has a fairly strong ability to explain the variation in participation intentions. Meanwhile, 32.1% is influenced by factors outside the research model. The research findings indicate that initial involvement in the cycling community is more driven by affective experiences than by utilitarian considerations. In this context, cycling is not only perceived as a physical activity but also as a form of experiential leisure that generates emotional satisfaction. These findings align with the concept of experiential consumption, which emphasizes the importance of emotional value in recreational activities (Holbrook & Hirschman, 1982; Hwang & Lee, 2019). Social interaction has proven to have a more dominant influence compared to hedonistic motivation.

These findings indicate that interpersonal relationships and a sense of togetherness play a strategic role in maintaining community member engagement. Unlike previous research that emphasized health, mobility, and physical activity aspects in cycling behavior, this study shows that the social dimension is actually the main factor in maintaining community participation. Conceptually, the results of this study point to a two-stage mechanism, namely the initial stage influenced by hedonistic motivation and the sustainability stage influenced by social interaction. These findings indicate that the sustainability of participation is not only influenced by individual experience. The quality of social relationships among community members also plays an important role in maintaining long-term engagement. Moreover, the results of this study reinforce the Theory of Planned Behavior, which explains that the intention to participate is influenced not only by

internal factors but also by social norms and interactions (Ajzen, 1991; Bagozzi & Dholakia, 2002). CONCLUSION This study shows that hedonistic motivation and social interaction significantly influence the intention to participate in the cycling community in Yogyakarta. Social interaction has proven to be a more dominant factor compared to hedonistic motivation in maintaining community member engagement.

The findings of this study show that the social dimension plays a more strategic role compared to individual factors in maintaining community participation sustainability. Therefore, the management of cycling communities should not only focus on recreational activities but also on strengthening social relationships among community members. This research still has limitations because it only uses two independent variables and focuses on the cycling community in Yogyakarta. Future research is recommended to consider other variables such as lifestyle, community attachment, or perceived well-being to expand the research model and improve predictive capability.

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