

# Stakeholders' Perceptions on the Performance of Motorcycle Riding Business in Nyamagana District

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**Abstract**— This study sought to examine stakeholder practices in the Nyamagana district motorcycle riding business. This study used a case study research design with a sample size of 93. In-depth interviews and questionnaires were utilized to collect data, and SPSS was used to analyze it. The findings indicated activities such as using various advertising strategies, raising awareness, forming a motorbike driver's association, offering inexpensive service costs, holding seminars, and safety. The results of correlation analysis revealed a significant relationship between promotion strategy ( $r(90) > -.293 p.005$ ), awareness about the use of motorcycle as a business ( $r(90) > .154 p.048$ ), association of motorcycle drivers ( $r(90) > -.12 p.295$ ), affordable price ( $r(90) > .098 p.358$ ), and seminar and safety education ( $r(90) > -.307 p.003$ ). Motorcycles are promoted by government authorities as an easy and quick way to get licensed and insured. There were other concerns including complicated registration, tax compliance, motorcycle driver theft, careless driving, poor personal cleanliness, inadequate passenger safety gear, and traffic issues. The report advocated clear mechanisms for motorcycle business operators to undertake their activities without interference by extraneous authorities, improved working conditions, and regular training and seminars for motorcycle drivers and operators.

**Keywords**— Stakeholder's perceptions, Motorcycle riding business, performance perception, Transportation, Tanzania.

## I. INTRODUCTION

Motorcycle-based transportation system is not a new phenomenon in the development of human civilization in the world (Bailey, 2016). It occupies a critical position in the transport sector, for both goods, services and people. This transportation alternative is well known in different parts of the world. In some places, motorcycle transportation has been locally named basing on their operations (Bishop, 2015). The early development of motorcycle transportation was noticed in England where a motorcycle taxi began in London city in the early 1950s. Motorcycle mainly provides a passenger taxi service, although they can sometimes be hired to move goods from one place to another (Mabula, 2018).

The rapid development of motorcycle taxis is a good example of the capacity for innovation which involves altering the initial use of a transport mode and its adoption by operators and users (Kumar and Barret, 2008). Motorized two-wheelers have been appropriate for commercial activity, the motorbike taxi, in a number of sub-Saharan African cities. The development considerable growth of cities and continuing importance of central districts has led to the increase of the daily travel distance and radial flows. In a difficult economic setting, access to the city and its enmities (Jobs education, health care facilities, markets social networks etc.) is essential. Increasingly such access requires the use of motorized transport. In some cities the private motorcycle compensates to a very small degree for the shortage of cars (Diaz Olvera et al, 2010).

The growth of motorcycles as a mode of transport in most parts of sub-Saharan Africa has mostly been driven by the need to access remote areas with ease in an affordable manner (Mugie, 2018). Kumar (2018) asserts that a decline in organized public transport systems has led to rapid growth in non-conventional means of public transport, initially provided by minibuses and shared tax or and vans, and more recently by commercial motorcycles. In East Africa, the growth and development of motorcycle business also noticed a huge success in the name Boda-boda transport service (Singoro, et al 2016) motorcycles business in places such as in Ugandan history can be traced with the innovation that has grown from small in the late 1960s at Busia in the Kenya-Uganda border (Anon, 2014).

Thus, motorcycle business still is one of the most popular enterprises, which offers employment opportunities to the youth by which they can generate more income and improve the quality-of-life motorcycles business offering the basic mode of transportation in both rural and urban areas (Luinga, and Kilasara 2020). Conversely, young people especially the youth who have completed schooling in many parts of the country, remain unemployed influencing them to seek for alternative employment in motorcycle business as a way of self-employment (Mbegu and Mjema 2019). In recent decades, the statistics of youth employment in Motorcycle business is almost doubling every year (Kavuma, 2015).

The number of motorcycles rises so sharply in Tanzania since hot discussion conducted in the parliament about protecting motorcycle operators who engage on motorcycle business as self-employment Linda, (Poon 2016). The trends show that the number of registered motorcycles increases from 308,412 in 2010 to 1,047,659 in 2016 and also there were over 1,280,000 number of registered motorcycles in 2018 (Mbegu and Mjema 2019). Growth of motorcycle taxis in Tanzania was inspired by their success in neighboring Uganda, where bicycles were first used (Jamal, 2014). It is not surprising that Tanzania's motorcycle taxi is as notorious as the Ugandan ones.

According to the study conducted by Neema (2020) it is shown that up 2018 there was a rapid increase of motor cycles over 1,280,000 registered motorcycles and three-wheelers which make up 59% (WHO, 2018). Also, the number of motorcycles and three-wheelers was almost 60% in 2019 – 2020 and above and it is about to increase more and in recent years (Neema, 2020).

However, there are challenges such as fundamentally, substantially allocate and technical claims. Also, there are technical inefficiencies, and short-term solutions unlike long terms. Also there are pressure from groups, policy makers in shaping and re-defining urban transportation

landscapes in an isolated manner. Motorcycle taxi operators observe no regulations, including simple ones such as stopping at traffic lights. Many motorcycle taxi riders in Tanzania don't have driving licenses, do not wear helmets and have no qualms about driving in the wrong direction on one-way roads (Chhron, 2013). Therefore, the origin and growth of the motorcycle taxis in most African countries can be traced to the collapse of the bus transport services either directly provided by the state or contracted for and the deregulation of the market leading to the growth of informal operators. The preponderances ubiquity of motorcycle – taxi- services in Tanzania is clearly manifested in the proliferation of local names to describe them according (Kumar 2011). Thus, the study was conducted to assess stakeholders' practices with respect to the performance of motorcycle riding business in Nyamagana district in Nyamagana district.

## **II. LITERATURE REVIEW**

This study reviewed both theoretical and empirical literatures.

### **2.1 Entrepreneurial orientation Theory**

The theory guided this study because it provides the entrepreneurs has become important stakeholder of the economic developing of the country thus study the growth of their business is vital for the purpose of establishing and dealing with challenges that they encounter in the course of doing their business hence suggests possible sustainable solution to foster their growth and development. Therefore, this theory is relevant to this study because it has helps in understanding of motorcycle riding business as one of the entrepreneurial concerns which is growing very fast in Tanzania hence the need to examine the factors for growth of the business as well as examining the perception of different stakeholders towards the performance of this business.

As conceptualized by Lipkin and Dess (1966), the EO theory is a subordinate construct with the dimension of risks taking innovativeness, proactiveness, competitive aggressiveness and autonomy themselves being construct that function that function as specific manifestations. This theory embodies the orientation of an organization towards new entry and values creation, encapsulating the entrepreneurial decision, methods and actions of varying organization actors in order to generate a competitive advantage. This theory is important because it helps in creating a strategic approach which considerably promotes various innovation in the firm. It is also considered as an important driver to facilitate information relating to innovation and superior business performance (McGrath, 2001).

## 2.2 Empirical Literature Review

Many scholars from the world over have conducted researches to investigate the stakeholders' practices with respect to the performance of motorcycle riding business.

Kores (2017) revealed that considered that simplifies loan repayment processes that are affordable to motorcycle owners; additionally, there are some incentives and small loans that are typically given to them; additionally, on occasion, the government has waived import duty costs; additionally, the government has ensured the presence of effective laws, enacting effective laws to ensure regulation of mandatory seminars and training for drivers.

Suzy and Gima (2015) found that the primary worry was the existence of motorcycle rider training. Additionally, it intended to identify the knowledge gap that would be addressed by the researcher. This study discovered that government agencies and their regulatory bodies are often needed to provide assistance for the execution of the aforementioned curriculum in order for motorcycle riders to understand what is expected of them by people to whom they provide service (passengers). In this study, agencies such as SUMATRA were included without excluding traffic cops. They participated in an interview conducted for the purpose of this study, and training and seminars for service providers were typically held in Bagamoyo, where they included drivers, owners, and passengers. As a result, these seminars and training focused on imparting knowledge and eliciting feedback from the ministry of transport, as well as eliciting significant feedback from those who were trained. In a similar spirit, Tom et al. (2021) stated that the findings collected indicate that motorcycle use has expanded significantly in recent years across the African Continent. The consumers of this transformation referred to it as a tax, and drivers often charge low rates for transporting passengers and products between locations. This mode of transport is more prevalent in rural regions where transportation is scarce; it is used to deliver services and also to link people; it is also used by individuals traveling to farms or market locations.

Angeline and Lubala (2014) discovered in their study that the growth and development of motorcycle businesses, as well as the obstacles faced by the community in implementing the research study, may be accomplished via collaboration with stakeholders.

According to the research findings, boda-boda drivers often collaborate and engage with the government at the district council level and members of the community to encourage effective involvement and ownership of their enterprise in order to assure the resolution of income-related concerns. Turner (2014) asserted that the development of a functional transportation infrastructure capable of serving the people

in various places in growing economies has created several chances for small company owners interested in providing transportation services.

Poon (2016) stated that there are several ongoing arguments about what appears to be the youth's opinion of motorcycle taxi company investment and whether the business benefits investors' well-being, owners, and other stakeholders. That Taxi assisted several adolescents in entering the taxi company has been proved in a variety of ways, including the desire for self-employment, entrepreneurial ideology, policy operational environment, and public perception of the taxi sector. As a result, the sector has seen great development, luring an increasing number of young people to the field. Additionally, it was discovered in this study that the study attracted more young participation and had a positive influence on their economic well-being.

Thus, stakeholders have a favorable image of the motorcycle taxi industry and its benefits on economic well-being, which has resulted in the motorbike firm's increasing performance.

## III. METHODOLOGY

Mixed research approach was employed in conducting this research study because it is an approach which always allows researcher collected data from questionnaire and interview The study employs case study design for effective data collection in the field The targeted population of this study was 1224 people which is made from motorcycle owners In conducting this research, the researcher employed a convenient sampling technique which allowed the selection of the respondents basing on their convenience. In this study primary data was collected using questionnaires and interview only. These kinds of data normally provide information directly associated with the research problem also they provide real situation of the research problem by depicting what exists in the field

In this study interview was conducted by the researcher to prepare an interview guide which contained set of questions that he/she intended to ask the participants. Also, in this study the researcher employed a semi structured interview to collect data. Interview session used at least 30 minutes for each participant. Data was from interview was recorded in two ways for example those who agreed to be recorded the researcher used tape recorder to record the response to the questions given to them. Questionnaire was effectively administered by the researcher during the data collection process whereby the researcher enabled to give directive on how the questionnaire was to be filled accordingly. Since this study employed both qualitative and quantitative approaches even data analysis was subjected to the analysis of the qualitative and quantitative data (Bryman, 2006).

Quantitative data indicates statistical procedures and how it was coded and subjected to analysis in form of descriptive statistics, regression analysis as well as correlations using Statistical Package for Social Science (SPSS). On the other hand, qualitative data collected through interviews were analyzed through thematic procedure of analysis. In thematic analysis firstly the researcher created initial codes, then collected the codes which corresponds with supporting data, also the researcher grouped codes into the themes in line with the research objectives, which the researcher narrated the data. The study also adopted a regression analysis in order to examine the relationship between research variables under the following regression equation.

$$y = \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \dots \text{eq 1}$$

$$y = \beta_1AMD + \beta_2XAP + \beta_3AU + \beta_4LS + \beta_5PS + \beta_6SSE + \dots \text{eq 2}$$

Whereby

Y=dependent variable

$\beta$ =Beta

PS=Promotion strategies

AU=Awareness about the use

AMD=Association of motorcycle drivers

AP=Affordable prices

SSE=Seminars and safety education

LS=Linkage between motorcycle business and another sector

#### IV. RESULTS AND DISCUSSION

##### 4.1 Data Analysis and Presentation

The researcher collected data by using questionnaires and interview from 93 participants however 90 filled questionnaires while 3 participants were interviewed. Data analysis, presentation and discussion was guided by objective of examining stakeholder's perception with respect to the performance of motorcycle riding business in Nyamagana district. Thus, for this reason the respondents were asked several questions in relation to this aspect in relation to promotion strategy, awareness about the use of motorcycle as business, association of motorcycle drivers, affordable price, and seminar and safety education.

. By using the Likert scale provided the respondents had to determine the level of their argument whereby in their response they were required to put a tick in suggesting on whether they 5 = strongly agreed, 4 = agreed, 3 = Neutral, 2 = disagreed and 1 = Strongly Disagreed. The results obtained in this aspect was summarized and presented in Table 1 as follows.

Table 1 Stakeholders Practices with Respect to Performance of Motorcycle Riding Business.

Stakeholders Practices with Respect to Performance of Motorcycle Riding Business.	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)
The use of different promotion strategies	34(37.8)	36(40.0)	1(1.1)	15(16.7)	4(4.4)
Creation of awareness about the use motorcycles	18(20.0)	39(43.3)	21(23.3)	9(10.0)	3(3.3)
Formation of association of motorcycle drivers	41(45.6)	32(35.6)	0	10(11.1)	7(7.8)
Provision of affordable prices for the service use	30(33.3)	46(51.1)	11(12.2)	0	3(3.3)
Provision of seminars and safety education to drivers	43(47.8)	32(35.6)	0	0	15(16.7)
Linkage between motorcycle riding business and other sector	32(35.6)	32(35.6)	10(11.1)	0	11(12.2)

Source; Field Data (2021)

##### 4.2 Results of Correlation between the perception of the stakeholders on the performance of Motorcycle Riding Business

The analysis of correlation was performed in order to examine the relationship of the research variables. The

focus of this study is examining the relationship between stakeholder's perception and performance of motorcycle riding business. Pearson correlation analysis was conducted to verify the existence of the relationship between independent and the dependent variables. After performing

the correlation tests the results obtained were summarized and presented in Table 4.10 as follows herein below.

Table 2 Pearson Correlation Matrix

		PS	AU	AMD	AP	SSE	LS
<b>PS</b>	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	90					
<b>AU</b>	Pearson Correlation	.154	1				
	Sig. (2-tailed)	.048					
	N	90	90				
<b>AMD</b>	Pearson Correlation	-.112	.121	1			
	Sig. (2-tailed)	.295	.257				
	N	90	90	90			
<b>AP</b>	Pearson Correlation	.098	.050	-.243*	1		
	Sig. (2-tailed)	.358	.639	.021			
	N	90	90	90	90		
<b>SSE</b>	Pearson Correlation	-.307**	-.124	.220*	.212*	1	
	Sig. (2-tailed)	.003	.244	.037	.045		
	N	90	90	90	90	90	
<b>LS</b>	Pearson Correlation	.190	-.293**	-.157	.359**	.212*	1
	Sig. (2-tailed)	.003	.005	.138	.001	.045	
	N	90	90	90	90	90	90

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source; Field Data (2021)

The abbreviations on the table above defined as follows

AMD=Association of motorcycle drivers

AP=Affordable prices

AU=Awareness about the use

LS=Linkage between motorcycle business and another sector

PS=Promotion strategies

SSE=Seminars and safety education

From the correlation analysis, there is a significant relationship of promotion strategy on the performance of motorcycle riding business ( $r(90) > -.293$   $p > .005$ ) this can be interpreted that there is a positive relationship between promotional strategy and performance of motorcycle riding business. Awareness about the use of motorcycle as business ( $r(90) > .154$   $p < .048$ ), which means there is a relationship between awareness and performance of motorcycle riding business. Also, association of motorcycle drivers ( $r(90) > -.112$   $p < .295$ ), this also shows that there is a

relationship between research variables. On the other hand, affordable price ( $r(90) > .098$   $p < .358$ ), which also shows that relationship between research variables. On the other hand, seminar and safety education ( $r(90) > -.307$   $p < .003$ ) which also means that there is a relationship between provision of seminars and safety education on the performance of motorcycle riding business. Lastly Linkage with other sectors had a ( $r(90) > .190$   $p < .003$ ). From the results obtained it can be established that there is a relationship



between the independent variables and the dependent variable

The findings presented in this aspect supports the results that because of creating awareness to the customer has helped customer to have good perception about Motorcycle riding business in relation to safety, security as well as honesty of their drivers when providing services (Suzy and Gina (2015). The use of motorcycles has increased greatly in recent years, they are often used as taxis, with riders

charging a fare to carry passengers or goods. The local people can have accesses to services and farms to markets, hence leading to the growth in recently (Tom et al 2021). Bailey, (2016). Also motorcycles driver association occupies a critical position in the transport sector, for both goods, services and people as well as give better position in offering transportation throughout the city because they were easily accessible and they could get through traffic congestions without wasting time (Martinez, 2011).

Table 3 Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std. Error	Beta		
(Constant)	3.012	.399		7.547	.000
AMD	.022	.086	.025	.255	.000
AP	.003	.073	.004	.042	.003
AU	.007	.102	.006	.066	.001
LS	.287	.138	.215	2.085	.004
PS	.175	.100	.176	1.748	.005
SSE	.363	.091	.407	.365	.002

Source; Field Data (2021)

The abbreviations on the table above defined as follows

AMD=Association of motorcycle drivers

AP=Affordable prices

AU=Awareness about the use

LS=Linkage between motorcycle business and another sector

PS=Promotion strategies

SSE=Seminars and safety education

Table 3. shows that promotional strategy has a strongly shows a strong and significant relations on the performance of the motorcycle riding business ( $\beta = .025$ ,  $p = .000$ ), in addition awareness about the use also has sternly positive significance relationship ( $\beta = .004$ ,  $P = .000$ ). Also, association of motorcycle drivers ( $\beta = 0.06$ ,  $P = .001$ ) which means there is a strong significant relationship between association of motorcycle drivers and performance of motorcycle riding business.

On the other hand, affordable prices ( $\beta = .215$ ,  $P = .004$ ), which also shows positive significant relationship between the variables. Not only that but also there are seminar and safety education which shows a relationship ( $\beta = .176$ ,  $P = .005$ ) and lastly linkage between motorcycle riding business and other sectors has a relationship with the performance of motorcycle riding business ( $\beta = .407$ ,  $P =$

.002). Thus, it can be observed that from other researchers that the application of the boda-boda taxis for the commercial uses have contributed largely to the economic growth and development of the society. The challenges which face this kind of business operation are in the regulation of the activities to ensure that they have maximum contribution to the society's well-being (Oladipo, 2012). However, the working situation have effects of the health of the drivers because they pose riskier situation due to accidents which occurs on the roads. Therefore, it recommended that there is a need to change the perception of the people toward this business in order to improve provision of basic and improved services. Also, it was recommended that some measure have to be taken make motorcycle business professional like other business (Loudes et al 2019).

Table 4. ANOVA a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.936	6	3.656	7.711	.000 <sup>b</sup>
	Residual	39.353	83	.474		
	Total	61.289	90			

Source; Field Data (2021)

From the Anova test, it was revealed that mean square was .3656 regression values and the F values was 7.711, but the p-value was .000 which means that there is a positive significant relationship between the stakeholders' perception and the performance of motorcycle riding business. Therefore, to this effective the relationship between research variable since the tests of cognizance was .000 which is below 0.005 hence there is positive significant relationship between stakeholder's perception and performance of the motorcycle riding business. Also, according to Starkey (2016) operation of many motorcycles is without provision of drivers training services. Hence there is a considerable improved performance of motorcycle

riding business in different parts of the country because of its simplicity in the start-up process. Thus, there is importance of more research to be conducted on the understanding of appropriate ways to effectively regulate motorcycle operators for the improved safety and ensuring the benefit of improved access are shared by all rural people. In the same vein Yong Zhang (2017) sensibility analysis or not only the company's order volatility, revenues growth and utilization of resource, but also influence on citizen's welfare, energy consumption and environment pollution which enable practical regulation and policies within taxi industry.

Table 5 Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
					2.321
1	.598 <sup>a</sup>	.358	.311	.289	

Source; Field Data (2021)

This test shows presence of an autocorrelation which exists among the variables as Durbin Watson coefficient was within the acceptable range of 2.321. According to Field (2009), Durbin-Watson coefficient below 1.5 or above 2.5 may raise a concern.

## V. CONCLUSION AND RECOMMENDATIONS

In this objective the researcher aimed to examine the perception of the different stakeholder on the practices ensured performance of motorcycle riding business in Nyamagana district. Motorcycle riding business has been a fastest growing business in this district. Basing on the findings obtained in relation to the awareness about the strategies used to enhance performance of motorcycle riding business. This study revealed that an understanding and awareness among motorcycle owners, driver. They generally perceived to enhance performance of their business, there are different acts which are done which

amounts to enhance performance. The use of different promotion strategies, creation of awareness about the use motorcycles, formation of association of motorcycle drivers, provision of affordable prices for the service use, provision of seminars and safety education to drivers and linkage between motorcycle riding business and other sector.

Also, it was revealed that since motorcycle business is like other businesses therefore, to create awareness to the people by promoting our business is something very important. There are different strategies which can be used to enhance performance of motorcycle riding business, though these are not formal strategies but they are the one that we use in creating awareness to our customers about our services. Thus, it was revealed from the findings obtained that the perceptions of different stakeholders have contributed highly to the performance of motorcycle riding business in the study area. This is because different stakeholder

provided positive consideration whenever they were asked about business. Also, they had good and positive commentaries which they put forward upon the use of this service for transport of goods and people performance place to another within the study areas or another area.

Based on the findings of this study, the following recommendations are hereby presented:

- i. This study recommends that the local government authorities as one of the development stakeholders, should develop clear mechanism in order to enable motorcycle riding business operators to conduct their activities in a conducive environment and without any disturbances from irrelevant authorities.
- ii. The study also recommends that local government authorities should improve working environment by improving roads and other facilities which facilitates the improvements of business riding performance for motorcycle business.
- iii. The study also recommends regular trainings and seminars for the youth motorcycle drivers and operators so as to know their values and put forward major consideration such as maintaining health and occupational safety guidance which is provided during training and seminars.
- iv. Also, the study recommends that proper measure should be taken by the operators to report any act of corruption which might happen when they conducting their business

The study recommends another research study to be conducted on the factors affecting customer choice of using motorcycle riding business as a means of transport in the intra - city travels

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