ABSTRACT

The purpose of this research is to explore the correlation between leisure motivation, leisure attitude, perceived value and happiness of large heavy motorcycle riders. Taking knights in the central region of Taiwan as the research object, the questionnaire was distributed by intentional sampling. A total of 515 questionnaires were distributed, and 427 valid questionnaires (82.9%) were returned. The questionnaire was verified by descriptive statistics, confirmatory factor analysis, and structural equation modeling. The results found that leisure motivation, leisure attitude, and perceived value significantly positively affect happiness, and leisure attitude significantly positively affects perceived value. In addition, leisure attitude and perceived value also play an intermediary role between leisure motivation and happiness. Large heavy-duty riders choose to participate in self-preferred riding activities to obtain a pleasant experience of their self-demand, subtly improve overall life satisfaction, and effectively promote happiness.

Keywords: