

**Thesis Title** Analysis of Motorcycle Tourism Users' Rental Behavior Intentions: A Structural Equation Modeling Approach, Evidence from Chiang Rai

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### ABSTRACT

This study utilizes the Extended Theory of Planned Behavior (ETPB) to examine the psychological, emotional, and behavioral factors influencing rental intentions among 420 tourists. Using structural equation modeling (SEM), the research finds that attitude, subjective norms, and perceived behavioral control significantly affect rental decisions. Additionally, psychological characteristics, emotional responses, and prior driving experiences play vital roles. These findings emphasize the importance of integrating behavioral insights into sustainable transport policies, enhancing safety and efficiency in smart tourism mobility. By addressing gaps in tourism transport research, the study offers practical implications for policymakers, tourism operators, and urban planners. Future research should explore cross-destination comparisons and regulatory frameworks to optimize motorcycle rental services within smart tourism ecosystems.

**Keywords:** SEM, ETPB, Motorcycle Rental Behavior