

TABLE OF CONTENT

DUAL DEGREE PROGRAM STATEMENT	ii
RECOMMENDATION FORM	iii
QUALIFICATION FORM	iv
DECLARATION	v
DEDICATION	vi
FOREWORD	vii
ACKNOWLEDGEMENTS	viii
TABLE OF CONTENT	ix
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF APPENDICES	xiii
LIST OF NOTATIONS AND ABBREVIATIONS	xiv
ABSTRACT	xvi
CHAPTER I INTRODUCTION	1
1.1. Background	1
1.2. Problem Statement	3
1.3. Scope and Limitation	3
1.4. Objective	3
1.5. Benefits of Research	4
CHAPTER II LITERATURE REVIEW	5
2.1. Vehicle Sharing System	5
2.1.1. Bike Sharing System	5
2.1.2. Electric Scooter Sharing System	6
2.2. Static Pricing	7
2.3. Deterministic Pricing for Substitution Product	8
CHAPTER III THEORETICAL BACKGROUND	10
3.1. Vehicle Sharing Mechanism	10
3.2. Electric Scooter Sharing System	11
3.3. Pricing Method	14
3.3.1. Static Pricing for Non-Substitution Product	14

3.3.2.	Static Pricing for Substitution Product	17
3.4.	Kuhn Tucker Optimization	18
CHAPTER IV RESEARCH METHODS		20
4.1.	Data Collection	20
4.2.	Model Development and Validation	20
4.3.	Research Flowchart	21
CHAPTER V RESULT AND DISCUSSION		23
5.1.	Static Pricing Model without Fleet Class Substitution	23
5.1.1.	Model Scheme	23
5.1.2.	Static Pricing Optimization Without Substitution Model	24
5.1.3.	Optimal Price General Equation for s-class Without Vehicle S-class Substitution	30
5.1.4.	Case Study and Parameter Values	37
5.1.5.	Numerical Result and Analysis	41
5.1.6.	Current System Extension	42
5.1.7.	Managerial Insight	43
5.2.	Static Pricing Model with Fleet Class Substitution	45
5.2.1.	Problem Description	46
5.2.2.	Model Formulation	47
5.2.3.	Solving the Model	49
5.2.4.	Case Study and Parameter Values	56
5.2.5.	Numerical Result and Analysis	60
5.2.6.	Price Sensitivity	63
CHAPTER VI CONCLUSSION AND RECOMMENDATION		65
6.1.	Conclusion	65
6.2.	Recommendation	66
REFERENCE		67
APPENDICES		69