

Can Online Transportation Applications Improve Driver Professionalism ?

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Can Online Transportation Applications Improve Driver Professionalism ?

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Abstract: Online transportation companies partner with drivers. The number of drivers is large, not all are professional when carrying out their work. Therefore online transportation companies design application systems and driver professionalism codes of ethics. The purpose of this study is to analyze online transportation application systems and online transportation company strategies to improve driver professionalism. This research is a qualitative research. Data collection was obtained from observations, documentation, and interviews with online transportation drivers in the Semarang city. The results showed that online transportation applications and the implementation of strategies carried out by the company succeeded in increasing driver professionalism. The practical implication of this research is that it can be used as input for companies in evaluating application work systems as a strategy to improve driver professionalism.

Index Terms : Driver, Gojek, Grab, Online Transportation companies

1.0 INTRODUCTION

The development of application technology in Indonesia provides convenience to support the activities of human life (Daeng, I. T. M., Mewengkang, N. N., & Kalesaran, E. R, 2017). Application services include an online transportation application (Berlianto, M. P, 2017). Android and IOS application technology is utilized to develop public transportation into online transportation (Marhayanie, M., Ismail, M., & Muda, I, 2018). Online transportation makes it easy for consumers to use it (Yuliyani, D, 2019). Consumers can only order through a variety of services via mobile phones (Halim, S. E., & Nurbaiti, S, 2018). Online transportation offers convenience (Silalahi, S. L. B., Handayani, P. W., & Munajat, Q, 2017). Lower costs, varied services, and more secure security (Wahyusetyawati, E, 2017). Consumers can choose payment services with cash or with electronic money (Ferdiana, A. M. K., & Darma, G. S2019). Consumers prefer online platforms (Farrell, D., Greig, F., & Hamoudi, A, 2018). According to Alamsyah, A., & Rachmadiansyah, I. (2018) services provided online transportation provide convenience, comfort, transparency and affordable prices than services provided conventional transportation. Online transportation is currently relied upon by the people of Indonesia (Rosa, A., & Widad, A, 2017). The presence of online transportation has invited many pros and cons in the community (Soleh, A. N., Harini, C., & Djamaludin, D, 2018). Online transportation until now has caused a lot of debate in various circles (Ayu, K. S, 2019). Consumers give enthusiastic welcome with online transportation (Ulfa, M, 2018). Enthusiasm also came from people who had not found work (Simbolon, A. K, 2019), and groups of workers who make use of being online transportation drivers to find additional income (Andrianus, F., & Yunekha, G, 2019). Currently, the online transportation driver profession is one of the most popular jobs (Anindhita, W., Arisanty, M., & Rahmawati, D, 2016). The company has partnerships with drivers (Nurhidayah, F., & Alkarim, F, 2017).

The company prepares applications and procedures while drivers prepare motorized vehicles (Abidin, A. K, 2018). Drivers will get equipment from the company in the form of helmets and jackets bearing the company's logo at a price that can be paid in installments (Pranoto, A. H, 2017). Share of income from each service wage is 80% for drivers and 20% for companies (Manueke, M., Tampi, G. B., & Londa, V, 2018). The income earned by online transportation drivers per month is higher than the city minimum wage (Geneo, Y, 2018). Being an online transportation driver is considered more prestigious than being a conventional driver (Peters, R, 2018). Drivers who join online transportation usually form communities directly or through social media platforms such as WhatsApp and Twitter (Maylya, M., Priyowidodo, G., & Tjahyana, L. J, 2018). The driver community is closely intertwined because of a common identity (Natadjaja, L., & Setyawan, P. B, 2016). They will greet each other if they meet on the street (Ting, M. G. Y, 2018). The conflict between online transportation drivers and conventional transportation makes the online transportation driver community more compact (Junior, M. S, 2017). The online transportation driver community is expected to be a solution to help drivers who are having problems (Kuncoro, W. J, 2018). Although there are many risks as an online transportation driver, the number of registrants to become an online transportation driver is enormous (Affan, B, 2019). Online transportation companies have a mechanism to regulate drivers by providing incentives and sanctions to driver-partners (Putra, M. A. A. S, 2019). Incentives are given to drivers who have a good performance (Yunus, M, 2018). The incentives given by the company are in the form of bonuses and give priority to the driver application account (Walfi, H, 2019). Sanctions are given to drivers starting from a 30-minute suspend, making the driver's account a non-priority account and termination of partners for drivers who are proven to violate heavy regulations such as trading account (Mutmainnah, M, 2019), sexual harassment (Djunaidi, K, 2017), using fake applications that harm the company and other serious violations (Santoso, Y. A, 2018). The research of the problem is how the online transportation system works and how the online transportation company strategy to improve the professionalism of drivers.

2 RESEARCH METHODOLOGI

This research is qualitative. The subjects of this study were drivers who partnered with the online transportation company

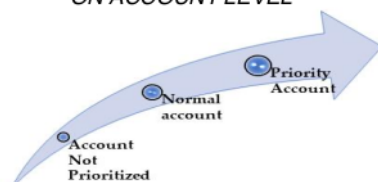
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Gojek and Grab. Data collection techniques are done by observation, documentation and in-depth interviews. Informants were 70 online transportation drivers consisting of 30 Gojek drivers and 40 Grab drivers. This research was conducted in Semarang City, Central Java Province, Indonesia. Research time starts from March 2019 until November 2019. Researchers used primary data with interview techniques to drivers regarding the work system of online transportation applications and the level of professionalism of drivers. Secondary data obtained from the official website of the online transportation company Gojek and Grab on how the online transportation application works and the code of professionalism applied by the company. Data processing is performed with the Nvivo 12 application. To test the validity of research data used source triangulation that is testing the validity of the interview source with 70 drivers with 9 questions regarding the code of professionalism of drivers. Triangulation techniques using interview techniques were tested with observation techniques and documentation techniques. Data analysis uses interactive models from Miles, M.B., & Huberman, A (2014) with the stages of collecting data related to the theme of online transportation application system research and online transportation company strategies to improve driver professionalism. Data is sorted according to research needs. The researcher presents the data that has been processed and the last stage the researcher makes conclusions from the results of research on the strategy of online transportation companies to improve the professionalism of drivers.

3 RESULT AND DISCUSSIONS

At present, the online transportation application classifies the online transportation driver account. The division of accounts is based on driver performance and professionalism. Driver account types are divided into priority account types, normal accounts, and non-priority accounts. Priority accounts are accounts that are very easy to get job orders, drivers with priority accounts get jobs repeatedly, this is very beneficial for drivers because it would get a large income from payment of services and would get a bonus with less than 8 hours of work time. Normal account types get orders not as busy as priority accounts. Drivers who have a normal account can still achieve their revenue and bonus targets if they work more than 12 hours per day. While account types are not prioritized, it is very difficult to get orders. This type of account not prioritized is sanctioned to drivers with low performance and professionalism, who often choose consumers and often refuse jobs that enter the application. Driver account holders are not prioritized only given orders once or twice a day, making it difficult to achieve revenue targets. From the three types of driver accounts, it can be seen in the picture as follows:

PICTURE 1
IMPROVEMENT OF PROFESSIONALISM DRIVERS BASED ON ACCOUNT LEVEL



Source: data results by researcher

Be aware of the working system of online transportation applications. Drivers with priority account types will maintain their account level while maintaining their performance and professionalism. Drivers with priority accounts do not want to go down to normal accounts or accounts are not prioritized. Normal account owner-drivers will increase their performance so that they can level up to priority accounts, by increasing their performance and professionalism. The application account is set to auto-bid which means receiving all work orders given by providing excellent service. While the account owner is not prioritized need to do the admission therapy by activating the application account 24 hours by setting the auto-bid. Driver account holders are not prioritized working harder even to work at night to restore the account to be normal again. Therapy by improving performance is expected to raise the level of account not prioritized to a normal account or even become a priority account. Researchers analyzed the strategy of online transportation companies through the official website of the Gojek and Grab companies. The cooperative relationship between the company and the driver is a partner. Drivers can be approved to become partners if: able to drive two-wheeled motorized vehicles and have a valid Driving License (SIM) and other legal permits to drive and provide pickup and delivery services for goods with two-wheeled vehicles through the Application (as determined by applicable laws and regulations); own or control a two-wheeled motorized vehicle that meets the requirements specified under applicable law and is safe and comfortable to drive on the road; have an account at a bank recommended by the company; has a good track record and has never been blacklisted by the Indonesian National Police; Drivers should obey with every policy in the Terms of the implementation of the Cooperation Agreement. Drivers agree that the company has the right to determine (i) targets, minimum performance and work indicators that must be met by drivers, including but not limited to the number of deliveries that must be completed as well as the minimum number of hours during which partners are required to assemble applications within a certain day, which targets will be informed by the company to drivers through the media communications chosen by the company, including but not limited to electronic media, and (ii) the amount and structure of compensation paid to drivers, which information will be shared by the company with drivers through the communication media chosen by the company. Drivers agree to obey with the code of conduct set by the company as follows: drivers are required to obey with any applicable traffic rules, laws and regulations; drivers are required to maintain a clean appearance, dress neatly, wear shoes, use attributes; drivers are prohibited from drinking alcohol, getting drunk, using narcotics or being in a situation where the driver does not have full awareness. Drivers are prohibited from committing immoral acts, abuse, insults, fraud or threatening third parties both consumers and other business partners; drivers are prohibited from persuading other drivers to take actions that could be subject to criminal penalties; Drivers are prohibited, either intentionally or due to negligence, commit acts or allow themselves, consumers, and/or other work partners to be in a situation that can cause danger to each party; Drivers are prohibited from carrying out activities, either intentionally or due to negligence, which can result in the defamation of the company,

consumers, employees and affiliates of the company; Drivers are prohibited from charging fees for services provided to consumers based on the rates set by the company; Drivers are prohibited from taking any action that is prohibited by law or can be considered a violation of applicable law; and drivers must provide the best service to consumers. If a driver violates the rules or code of professionalism, the driver will get a punishment. The company will provide a punishment of a light punishment in the form of a warning; a 30-minute sentence cannot use the application until the toughest punishment is decided as an online transportation company partner. If a driver's violation has violated the law, criminal penalties will apply in the State of Indonesia. From the results of the study, researchers gave a number of questions during the interview to 70 drivers on the response of online transportation company strategies in increasing driver professionalism. Interviews were conducted to find out whether the driver has run the code of professionalism established by online transportation companies, the results of the study can be seen in the following table:

TABLE 1
APPLICATION OF PROFESSIONALISM ETHICS CODE OF ONLINE TRANSPORTATION DRIVERS IN SEMARANG CITY

Code of Ethics of Professionalism	Strongly agree	Agree	Neutral
Obey with Traffic rules	25 (35,7%)	37 (52,9%)	8 (11,4%)
Maintain cleanliness, dress neatly, wear shoes, wear attributes	42 (60%)	23 (32,9%)	5 (7,1%)
Do not get drunk or use narcotics	34 (48,6%)	35 (50%)	1 (1,4%)
Prohibited from doing immoral acts, persecution, threats to consumers	47 (67,2%)	18 (25,7%)	5 (7,1%)
Prohibited from doing acts that endanger themselves or consumers	42 (60%)	26 (37,1%)	2 (2,9%)
It is forbidden to defame a company or a consumer	23 (32,8%)	28 (54,3%)	9 (12,9%)
It is forbidden to ask for fees outside the rate set by the company	40 (57,1%)	21 (30%)	9 (12,9%)
Obey with applicable laws and regulations	29 (41,4%)	37 (52,9%)	4 (5,7%)
Provide the best service to consumers	35 (50%)	34 (48,6%)	1 (1,4%)

Source: Primary Researcher Data

Based on table 1 on the code of ethics of online transportation driver professionalism in the city of Semarang, it can be explained that the code of ethics obeys with traffic regulations. Some 25 or 35.7% of drivers answered strongly agree, 37 or 52.9% of drivers answered agreed and 8 or 11.4% of drivers answered neutrally. This means that the majority of drivers in Semarang City are professionals in obeying with traffic regulations. The code of ethics of professionalism of drivers must maintain cleanliness, dress neatly, wear shoes, and wear

attributes. It is known that 42 or 60% of drivers answered strongly agree, 23 or 32.9% of drivers answered agree, 5 or 7.1% of drivers answered neutrally. This means that the majority of drivers in the city of Semarang are professionals in maintaining cleanliness, neat, shoes, and using company attributes. The code of ethics of professionalism of drivers is prohibited from drinking alcohol, getting drunk or using narcotics. As many as 34 or 48.6% of drivers answered strongly agree, 35 or 50% of drivers answered agreed and 1 or 1.4% of drivers answered neutrally. It can be concluded that the majority of online transportation drivers in the city of Semarang are already professionals who do not drink alcohol, get drunk or use narcotics. The code of ethics of professionalism of drivers must not commit immorality, abuse, threats to consumers. Some 47 or 67.2% of drivers answered strongly agree, 18 or 25.7% of drivers answered agreed and 5 or 7.1% of drivers answered neutrally. It can be concluded that online transportation drivers in the city of Semarang are professionals who have not committed immoral acts to consumers, do not abuse or threaten to consumers of online transportation. The code of ethics of professionalism of drivers must not do acts that endanger themselves or consumers. Some 42 or 60% of the drivers answered strongly agree, 26 or 37.1% of the drivers answered agree and 2 or 2.9% of the drivers answered neutrally. It can be concluded that the majority of online transportation drivers in the city of Semarang are professionals who have not to harm themselves or consumers either intentionally or unintentionally. The code of ethics of driver professionalism is prohibited from defaming the good name of the company or consumers. Some 23 or 32.8% of drivers answered strongly agree, 28 or 54.3% of drivers answered agreed and 9 or 12.9% answered neutrally. The data can be concluded that the majority of online transportation drivers in Semarang city are professionals who have not defamed online transportation companies or consumers who use online transportation services. The code of ethics of professionalism of drivers is prohibited from asking fees beyond the rates set by the company. Some 40 or 57.1% of drivers answered strongly agree, 21 or 30% of drivers answered agreed and 9 or 12.9% of drivers answered neutrally. It can be concluded that the majority of online transportation drivers in the city of Semarang are already professional because they do not ask for additional costs to consumers outside the tariffs set by the company, while tips from consumers can still be tolerated to be accepted by drivers. Code of professionalism of drivers is obeying the applicable laws and regulations. Some 29 or 41.4% of drivers answered strongly agree, 37 or 52.9% of drivers answered agreed and 4 or 5.7% of drivers answered neutrally. This data shows that the majority of online transportation drivers in the city of Semarang are professionals obey the laws and regulations that apply in Indonesia. Code of ethics of online transportation driver professionalism to provide the best service to consumers. Some 35 or 50% of drivers answered strongly agree, 34 or 48.6% of drivers answered agreed and 1 or 1.4% answered neutrally. It can be concluded that online transportation drivers in the city of Semarang are already professional by providing the best service to consumers, with friendliness, speed, and responsible attitude. The main reason drivers are willing to increase their professionalism is because they want to get incentives. Besides, drivers are professional because they do not want to get a penalty from an online transportation company. Drivers do not want to be

disconnected by partners by the company, because the work of online transportation drivers is considered a lucrative job.

4 CONCLUSION

The conclusions in this study show that the online transportation application system and the strategies carried out by online transportation companies, either Gojek or Grab, have a major impact on increasing driver professionalism. The application system works to monitor the performance and professionalism of drivers. Online transportation company strategy by creating a code of professionalism of drivers makes drivers run code of professionalism so that they do not get sanctions from the company.

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