

Motif Become Drivers of Online Transportation in The City of Semarang

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Motif Become Drivers of Online Transportation in The City of Semarang

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Abstract. The paper aims is to explore the context of any motives that influence the profession selection of online transportation drivers. This paper discusses driver motivation in working as an online transportation driver. This research is qualitative research. Data collection was obtained from observation, documentation and interviews with online transportation drivers in Semarang City. The author found evidence that the election became the driver of online transportation not only because of economic motives but also social motives. Limitations of this study have not discussed the motives of crimes committed by online transportation drivers. The practical implication of this research is that the positive motives of prospective drivers affect good service to online transportation consumers. Understanding the motives of prospective drivers can be used by transportation companies to reduce the risk of crimes committed by drivers.

Keywords: Drivers, Online Transportation, Economic Motives, Social Motives

1. Introduction

Technological developments have affected the transportation world in Indonesia. The Android and IOS technology applications are used for the development of transportation into online transportation [1]. Online transportation innovations attract consumers to use their services [2]. Customers can order a variety of services such as service delivery to a destination, food delivery services, shipping services and other services [3]. Payment for use of services can be made in cash or electronic money [4]. Currently, customers prefer online platform [5], so the services provided provide convenience, satisfaction, approval and affordable prices of services provided by conventional transportation [6]. The potential for large online transportation dominates the transportation market in Indonesia. Getting the transition from conventional transportation [7]. Conventional transportation considers that there is no clear agreement on online transportation [8]. Unclear regulations lead to frequent conflicts between online transportation drivers and conventional transportation [9].

The presence of online transportation is expected to reduce the number of unemployed people in Indonesia [10]. The relationship between drivers and online transportation companies is in the form of partnerships [11]. The company prepares applications and standard operating procedures while drivers prepare motorized vehicles [12]. Drivers will get equipment from the company in the form of helmets and jackets bearing company logos at affordable prices [13]. Distribution of income from each order is 80% for drivers and 20% for companies [14].

Revenues obtained by online transportation drivers are higher than city minimum wages [15]. Being a driver of online transportation is considered more prestigious than being a conventional motorcycle or taxi driver service [16].

Drivers who join online transportation form a community through social media platforms such as whatsapp and twitter. Community drivers are closely intertwined due to the similarity of identities [17]. They will greet each other if they meet on the street. The conflict between drivers of online transportation and conventional transportation has made the community of online transportation drivers increasingly solid [18]. The community of online transportation drivers is expected to be a solution to help drivers who are in trouble. Although there are many risks as online transportation drivers, the number of registrants to become online transportation drivers is very large. Currently registering as an online transportation driver has been limited. Restricting registration to drivers opens the practice of illegally buying driver accounts [19]. This phenomenon attracts researchers to analyze the motives that affect someone choosing an online transportation driver.

2. Method

This study used qualitative research methods. The location of this research is in Semarang City, Central Java. Data collection is obtained from observation, interviews and documentation. Data sources in this study used primary data sources obtained directly through interviews and observations with informants. The subjects in this study were drivers of online transportation around the city of Semarang which consisted of Go-Jek drivers and Grab drivers.

3. Result and Discussion

The researcher developed interview techniques and in-depth observation of the informants. In-depth interviews and observations are needed to get comprehensive research results regarding the motives of choosing the profession of online transportation drivers. Informants in this study used primary data sources, namely those who work as online transportation drivers. Informant search uses snowball sampling. The results of interview and profile observation of drivers surprised the researcher, because there were drivers who were from S1 students and S2 students

Table 1. Informant data based on driver profiles

Name	Age	Driver Profile
Rizal	25 Years	S2 Student
Fahreza	21 Years	S1 Student
Supriyanto	24 Years	Entrepreneurship
Ariawan	29 Years	Factory Employees
Imran	25 Years	Factory Employees
Sari Nurdianti	35 Years	Housewife
Lusi	23 Years	SPG
Romadhon	27 Years	Full Driver
Agus Supriyanto	30 Years	Full Driver
Sugiyanto	52 Years	Full Driver

From Table 1 regarding informant data based on driver profiles. There are drivers who are running undergraduate and postgraduate studies at Semarang City State University. A driver with an entrepreneurial background. Two drivers also work as employees in one factory in the city of Semarang. There were two female informants, one as a housewife and one as a sales promotion girl. While three informants stated that the profession of online transportation drivers was his main job.

Max Weber's theory states that each individual has a motive in doing his work [20], as well as individuals who choose to work as online transportation drivers. The results of the research that the researchers got from the informants were quite surprising. The informant stated that the motive for being a driver was not only because of economic motives. The reason they become drivers is also because of social motives. Some informants even stated their reasons for being drivers of online transportation not because of economic motives, but because of social motives and other motives. During this time most people thought they were drivers of online transportation because of economic motives. Next, the researcher presents table 2 based on motive informant data as an online transportation driver.

Table 2. Motivational informant data becomes the online transportation driver.

Nama	Economic Motives	Social Motives
Rizal	No	Yes
Fahreza	No	Yes
Supriyanto	No	Yes
Ariawan	Yes	Yes
Imran	Yes	Yes
Sari Nurdianti	Yes	Yes
Lusi	Yes	Yes
Romadhon	Yes	Yes
Agus Supriyanto	Yes	Yes
Sugiyanto	Yes	Yes

Based on Table 2 obtained information there are several drivers that do not have economic motives. Rizal became a driver because he join the community of drivers who have the same motorcycle as him. Rizal wants to share his knowledge about motorcycle maintenance with other drivers. Fahreza is an online transportation driver because he wants to avoid lecture routines. Fahreza feels comfortable gathering with the community of online transportation drivers. Supriyanto became a driver because he wanted to build social relations with fellow drivers and also with online transportation consumers. Supriyanto's conversation with his customers inspired many of the businesses he was running. While other drivers stated that despite their motives for being drivers of online transportation because of economic motives, they also had social motives. They chose to be drivers because of the ease in managing working hours, transparent revenue sharing, the opportunity to get a lot of customers and motives for reasons of wanting to join the community of drivers who have strong solidarity.

4. Conclusion

The motive for choosing a profession to be an online transportation driver is not only because of economic motives. From the results of the study obtained data that the driver of online transportation chose to be a driver because of the motives of social relation

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