

CHAPTER I

INTRODUCTION

A. Research Background

Transportation is a vehicle that plays an important role in people's lives in Indonesia. In simple terms, transportation is the movement of goods or people from one place to another by means of transportation. The means of transportation itself is a means of transportation that is driven by machines, animals or humans. It is divided into traditional and modern means of transportation that can be used on land, sea and air. Realizing the important role of this transportation, a national transportation system must be organized in an integrated manner and is able to realize the availability of transportation services that are orderly, comfortable, fast, smooth and low cost.

Humans are social creatures who have many needs that must be met for their welfare. For this reason, humans need a means of transportation to move people or goods from one place to another. In general, there are three types of transportation in Indonesia, namely land transportation, sea transportation, and air transportation.

Transportation is needed by the community to facilitate daily mobility, starting from going to the office, going to school to traveling long enough that it requires transportation to shorten travel time. However, the large amount of interest in transportation that exists in the community is not matched by the provision of adequate public transportation to reach the places they want to go and also the criminal acts that often arise in public transportation add to the public's discomfort with public transportation.

The development of transportation every year continues to change. The more here the transportation is getting faster and more sophisticated. In the past, maybe we relied on animal or

human power to go to a place to be a means of transportation. But as we see now, animal-powered transportation such as horse cart or human power such as padicab is no longer used as a means of transportation, but horse cart and padicab are currently used more in recreational areas. Because most people today think that the padicab and horse cart are no longer effective for transportation, because they are unable to travel quickly. Whereas, people in nowadays era need a faster and safer transportation.

Therefore, now a lot of vehicles are appearing at low prices in order to attract customers because people need it. Modern society needs simple transportation services yet convenient to move from one place to another. This has prompted several transportation service providers to innovate to keep up with the dense mobility of the community.

The technological revolution encourages change and development of digital-based industries. This is also driven by the increasing dependence of society on fast information, which causes digital technology to grow and develop rapidly. The digital industry grows by bringing about change and the ease of attracting people's interest. The technological revolution, the need for transportation capital is not spared from the touch of digital technology so that it makes it easier for people to get transportation in the form of public transportation such as buses, trains, and planes where tickets can be obtained online to save time without having to come to the ticket counter directly , or private transportation such as online taxis and online motorcycle taxis, which can be directly accessed via an Android or iOS smartphone.

Advancement of information technology is a necessity for all fields of business and commerce. Almost all trading businesses or any business take advantage of advances in information technology because they are more efficient and have more advantages. Application services to facilitate consumers in the end then develop by providing convenience in several

activities to support community activities. One of the things that has developed is the ride hailing service. Ride hailing is a transportation service that uses an online platform, such as an application on a smartphone that connects passengers and drivers. Ride-hailing users must specify a destination and then book the vehicle and driver before traveling. After that, users just sit quietly in the vehicle until they reach their destination.

Using ride-hailing-based transportation services is known to be practical and efficient. Prices provided by transportation service providers are also quite affordable, especially if there is a promo. The combination of information technology with the transportation sector produces a new innovation in the world of transportation, especially land transportation. This opportunity made the founder of GoJek present an online-based motorcycle taxi. Online motorcycle taxis in Indonesia provide solutions to public concerns about congestion that often occurs in big cities and public concerns about the safety of passengers using public or conventional transportation.

Online motorcycle taxis are in great demand by the public because online motorcycle taxis generally prioritize driving safety starting from SNI helmets, long-sleeved jackets, long pants, good condition for motorbikes and the identities of drivers that have been known when ordering and that is the first guarantee for the safety of passengers. Motorbikes or motorbikes can function as transportation capable of breaking through congestion in big cities. Apart from being attractive because it is safe, comfortable and considered faster, the existence of this online motorcycle taxi is a criticism of the government because it has not been able to provide safe and comfortable public transportation.

The phenomenon of online transportation is currently being discussed among the public, because application-based ordering is easily downloaded by smartphone users, both Android and iOS. Ordering through an easy application makes online motorcycle taxis accepted quickly among

the public, as well as a wide selection of services provided so as to meet the needs of the community in the service sector. At first, the world's largest online-based transportation first appeared in San Francisco, namely the online application-based public transportation company "Uber" which was founded in 2009. The Uber company has an application that contains transportation services and now Uber is present in 59 countries and one of them is Indonesia. Another online-based company is Grab from Malaysia. Grab started to enter Indonesia in June 2014 in the city of Jakarta. In its operational activities, Grab recruited several driver partners in Jakarta. Then there is Gojek, Gojek itself is an online-based transportation company that first originated from Indonesia which was founded by Nadiem Makarim in 2010. At the beginning of its launch, Gojek only served through call centers and only served motorcycle taxi orders in the Jakarta area. only. At that time Gojek served only 3 types of services, including: courier services (Go-Send), transportation services (Go-Ride), and shopping services with a nominal value of under one million rupiah (Go-Mart). Then in 2015 Gojek began to develop and create a Gojek application with a neatly organized system. Gojek has now grown a leading on-demand mobile platform and application that provides a complete range of services ranging from transportation, logistics, payments, food delivery services, and various other on-demand services. With this application, motorcycle taxi users can easily order a motorcycle taxi online, pay on credit and find out where the driver will pick up the orderer. Gojek is a company that offers ojek transportation services that are integrated with technology, using an ojek-based ordering application. As a pioneer in this business, Gojek received good response from consumers and drivers. Gojek activities consist of 3 core values: speed, innovation and social impact. Along with the expanding online transportation network to various regions up to 50 cities in Indonesia and various other countries. Gojek continues to develop by destroying new innovations with other service products. Until now, there are sixteen

services that can be ordered through the Gojek application, including: Go-Ride (shuttle using a motorbike), Go-Car (shuttle using a car), Go-Blue Bird (order a Blue Bird taxi) , Go-Food (ordering food), Go-Mart (shopping for goods), Go-Send (courier goods), Go-Box (cargo), GoTix (ordering cinema tickets), Go-Play (watching movies), Go-Med (ordering medicine), Go-Shop (another alternative to GO-FOOD, namely if the food or product ordered is not available in GO-FOOD service), Go-Bills (offers convenience in paying various bills), Go-Pulsa (fill reload credit), Go-Nearby (buy goods at the nearest shop using Go-Pay), Go-Pay (balance at Gojek), and Go-Point (points after order). In addition, Gojek implements a pay later (PayLater) system which will be paid at the end of the month. Go-Jek is an option and is a new breakthrough that opens up many jobs. Gojek partners with motorcycle taxi drivers using a profit-sharing system with the provisions of 20/80, which means 20% of the revenue received for the company and 80% for Gojek drivers. Gojek also conducts training for their driver partners to provide customer service satisfaction. The job as a Gojek driver has no time bound, drivers are free to determine their working hours or it can be said as a survival time model.

In the Province of Yogyakarta Special Region itself, Gojek was present in 2015. Gojek itself has a positive influence on the economy of the people of Yogyakarta, apart from providing employment, Gojek is also able to increase people's income. Besides that, Gojek's influence also has a negative influence on other transportation. The presence of Gojek threatens other transportation, namely motorcycle taxis, public transportation, conventional taxis, and existing pedicab drivers, they are threatened by the presence of Gojek and always voice their aspirations demanding the city government to ban Gojek's operations in their area. The existence of Gojek in Yogyakarta City will make it easier for people in various needs, because access to using Gojek services is very easy just by using a smartphone application compared to other transportation

services in Yogyakarta City, so people prefer to use Gojek's services. In addition, Gojek even offers a lower price so that it is affordable for people in the city of Yogyakarta. At present, the existing transportation in Yogyakarta City is Trans Jogja, pedicab and also conventional ojek or base ojek, therefore Yogyakarta is an opportunity for this online-based transportation company.

In this study, there are several factors affecting the income of the Gojek drivers, namely gender, age, education level, work experience, and duration of use of vehicles. According to Todaro (2000), gender in the current world of work does not have a major effect so that in the world of work women also take a role to earn income. Likewise, not only men who became GoJek drivers but also women who became GoJek drivers. Age can be used as a benchmark to see someone's activities at work. The condition of the productive age (14-65 years) allows a person to work better and maximally so that his income will increase. At Gojek, drivers have a productive age ranging from 17-55 years old. Some educated people may find it easier to get a higher income job. A person who has completed secondary or tertiary education, when compared to people who only complete lower levels of school education, has a different income. The work experience of a motorbike taxi driver is a real condition experienced by a person at work so that with a lot of work experience someone will make him more creative and skilled at work, especially to get consumers. The length of time using a vehicle in work as an online motorcycle taxi driver can have an effect because if the condition of the vehicle being operated is no longer feasible, it can cause a decrease in the interest of potential passengers to use the online motorcycle taxi service so that automatically it causes the income of the motorbike taxi drivers to decrease. From some of the considerations above, the reason the writer chose the variable was because seeing the previous research, the variables of gender, age, education level, and work experience were still unsure about these results, while the variable duration of use of the vehicle was that the author saw previous research that was

applied to bus and now the author uses it to applied to Gojek. Based on the description on the background above, the authors are interested in researching "Analysis of Income Determinants of Online Motorcycle Taxi Drivers in Yogyakarta".

B. Formulation of Research Problems

Go-jek is an online motorcycle taxi service provider that operates in the city of Yogyakarta. These online motorcycle taxi service providers provide services that are expected to facilitate people's needs for transportation services and also be able to increase the income of driver partners who have joined the company. Based on the background that has been stated previously, the problem formulations described are as follows:

1. How does gender influence the income of Gojek drivers in Yogyakarta?
2. How does age affect the income of Gojek drivers in Yogyakarta?
3. How does the education level affect the income of Gojek drivers in Yogyakarta?
4. How does work experience affect Gojek drivers' income in Yogyakarta?
5. How does the duration of use of the vehicle affect the income of Gojek drivers in Yogyakarta?

C. Research Objectives

Based on the background and problem formulations above, the objectives of this study are:

1. To find out how gender influences the income of Gojek drivers in Yogyakarta.
2. To find out how age affects the income of Gojek drivers in Yogyakarta.
3. To find out how the education level affects the income of Gojek drivers in Yogyakarta.
4. To find out how work experience affects the income of Gojek drivers in Yogyakarta.

5. To find out how long the duration of use of the vehicle affects the income of Gojek drivers in Yogyakarta.

D. Benefits of Research

The expected benefits in this study are:

1. For the author, this study is expected to increase knowledge about the analysis of factors affecting the income of Gojek drivers in Yogyakarta.
2. For the University, it can be used as a scientific contribution and add to the bibliography.
3. For the public, it can be used as a reference material for further research which will examine similar research.
4. Material for consideration for related agencies in implementing appropriate policies in the context of economic development in Indonesia.