

The Influence of the Online Transportation Business on the Behavior of the Workforce in Indonesia (Case Study: Gojek Drivers in the Mertopolitan City of Medan)

Imam Sasri Try Nugraha

Fakultas Ekonomi dan Bisnis
Universitas Muhammadiyah Sumatera Utara, Indonesia

ARTICLE INFO

Article history:

Received Aug 17, 2020
Revised Sep 22, 2020
Accepted Oct 30, 2020

Keywords:

Job Opportunities
Online transportation
Income
Driver
Medan City

ABSTRACT

The existence of online transportation Transportation Network Companies (TNC) in Medan City has caused controversy from various circles of society. The TNC is a competitor to conventional transportation and other public transportation means. On the one hand, the existence of online transportation can provide convenience for consumers and on the other hand is a threat to conventional types of transportation. Thus, the main objective of this research is to find out about the views of drivers why they choose to become drivers. The study was conducted using a survey method so that the main data used is primary data collected through interviews using a questionnaire to online transportation drivers. The existence of online transportation TNC is able to open up job opportunities in the transportation sector, but its impact on reducing unemployment remains to be studied further considering that most online transportation drivers already have jobs. The existence of online transportation in general is able to increase the income of online transportation drivers, the existence of online transportation has a positive influence on the income of TNC Grab and Gojek drivers.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Imam Sasri Try Nugraha,
Fakultas Ekonomi dan Bisnis,
Universitas Muhammadiyah Sumatera Utara, Indonesia
Jl. Kapten Muchtar Basri No.3, Glugur Darat II, Kec. Medan Tim., Kota Medan, Sumatera Utara 20238,
Indonesia
Email: imamasari@gmail.com

1. INTRODUCTION

Population growth of a country accompanied by an increase in the workforce has caused its own problems. This is partly due to the non-functioning of all sectors of community life and uneven development in all fields so that the availability of employment opportunities is not balanced with the rapid and dynamic population growth rate, resulting in an increasing number of human labor used for development but on the other hand the increasingly limited the amount of investment and job opportunities created, this will lead to high unemployment. Efforts to expand employment opportunities are a basic need, so it is necessary to take a comprehensive and integrated policy to

expand opportunities that involve various aspects such as investment direction, employment-oriented development. The main problem in economic development is maximizing sustainable job creation.

Indonesia is the largest archipelago in the world that forms a country. The total population, based on the 2010 Population Census conducted in May 2010 was 237.6 million people, consisting of 119.5 males and 118 million females. growth of 1.49 percent per year. The growth rate in that period was not much different from the 1990-2000 period, which was around 1.45 percent. This means that Indonesia's population as a whole continues to increase at a relatively unchanged growth rate (BPS Indonesia), the problem that arises related to the large population is in the provision of jobs. The need for basic goods requires people to work and earn a living. However, employment providers are minimal. The problem is that residents prefer to depend on work and tend to look for work rather than creating jobs. This causes a new problem, namely unemployment. If the number of unemployed is high, then the dependency ratio is high so that the state has a large responsibility for its population which can hinder development and cause high poverty rates.

Head of the Central Statistics Agency (BPS) Suhariyanto said, in addition to the opening of job opportunities in the transportation sector that adopted internet technology, it was also influenced by the economic improvement in the past year. 7.03 million people in the period of August 2016 (year on year). With the improvement in the economy, the industrial demand for resources or the productive workforce has increased. The increase in the number of workers, especially in the community service sector by 1.52 million people (8.47 percent), the trade sector by 1.01 million people (3.93 percent) and the transportation, warehousing and communication sector by 500 thousand people (9, 78 percent)," he explained. According to a report by the Association of Indonesian Internet Service Providers (APJII) cited by Liputan6, it was noted that 85% of Indonesians in 2014 accessed the Internet via mobile smartphones, or an increase from 2013 which was only 65%.¹ The development of internet technology is now changing the lifestyle of the Indonesian people. be technology based. The presence of internet technology facilitates the work of the Indonesian people in many ways, including travel mobility. The increasing internet access through smartphones among the Indonesian people invites the presence of online transportation in Indonesia. ¹ The development of internet technology is now changing the lifestyle of the Indonesian people to be technology-based. The presence of internet technology facilitates the work of the Indonesian people in many ways, including travel mobility. The increasing internet access through smartphones among the Indonesian people invites the presence of online transportation in Indonesia. ¹ The development of internet technology is now changing the lifestyle of the Indonesian people to be technology-based. The presence of internet technology facilitates the work of the Indonesian people in many ways, including travel mobility. The increasing internet access through smartphones among the Indonesian people invites the presence of online transportation in Indonesia.

The phenomenon of technological development that is currently the most talked about and the subject of discussion among many is developing technology towards a modern transportation business by using sophisticated applications in the virtual world. Today's society is very facilitated by the existence of this means of transportation, especially for ordering. Wherever and whenever, quickly and in real time, people can easily mobilize anywhere by having this application. Businesses that use virtual applications to make it easier to order online transportation facilities. Online transportation as a service that makes it easier for Indonesian people to travel mobility. Online transportation that is now present in Indonesia, namely online taxis and online motorcycle taxis in Indonesia, included in the so-called Transportation Network Companies (TNC). In the country where TNC originated, namely America, TNC provides online car/taxi transportation services. However, in Indonesia online transportation is made more varied.

Kompas (2015) explains that the presence of online motorcycle taxis has a positive and negative impact on society and the environment in Indonesia. The positive impact given by online motorcycle taxis to the community is first, making it easier for Indonesian people to travel mobility. Second, reduce public spending on transportation costs. Third, adding job vacancies for unemployed Indonesians to work as online motorcycle taxi drivers. The negative impact caused by the presence of online transportation in the city of Medan is first, increasing congestion on city streets. In addition to adding more vehicles on the road, online motorcycle taxis also increase congestion with illegal

parking behavior by online motorcycle taxi drivers. Second, The presence of online motorcycle taxis has angered conventional transportation actors on the grounds that online motorcycle taxis take their customers or subscriptions, which we can see from several cases in the city of Medan. The emergence of online transportation in the city of Medan has made the existence of conventional transportation threatened both in terms of business sustainability, income, and welfare. The advantages of online transportation can change people's preferences from using rickshaws to using online transportation. Therefore, although online transportation can affect the increase in job opportunities, on the other hand online transportation can also create a decrease in job opportunities or unemployment. The emergence of online transportation in the city of Medan has made the existence of conventional transportation threatened both in terms of business sustainability, income, and welfare. The advantages of online transportation can change people's preferences from using rickshaws to using online transportation. Therefore, although online transportation can affect the increase in job opportunities, on the other hand online transportation can also create a decrease in job opportunities or unemployment. The emergence of online transportation in the city of Medan makes the existence of conventional transportation threatened both in terms of business sustainability, income, and welfare. The advantages of online transportation can change people's preferences from using rickshaws to using online transportation. Therefore, although online transportation can affect the increase in job opportunities, on the other hand online transportation can also create a decrease in job opportunities or unemployment.

Transportation in the city of Medan is currently dominated by city transportation where this city transportation tends to be handled chaotically with an overlapping route system which causes the face of the city of Medan to become chaotic, coupled with the actions of these transportation drivers who arbitrarily raise and lower passengers at any place and without regard for the safety of other motorists. In addition, motorized rickshaws and rowing rickshaws also dominate public transportation in Medan, where the behavior of these rickshaw drivers is more or less the same as city transportation drivers. Apart from the terrain public transportation, another problem that has arisen is the permitting of inter-city or inter-provincial buses to operate and setting up stations on the roadside and parking the buses in some parts of the road so that this creates traffic jams as is the case on Sisingamangaraja road, Jalan Gagak Hitam, Jalan Letda Sujono and other places. These buses should be dealt with and must be in the terminals that have been provided, this is to reduce the chaos of the streets of Medan. Indiscriminate parking causes the most severe congestion around markets, such as the Sei Kambing market, Kampung Lalang, Petisah, Sambu, Aksara, Sukaramai, the Bear market and all locations near the market. It is guaranteed that angkot, motorbikes, bentor plus other vehicles are piled up, consuming almost 80% of the road, Another phenomenon is around the Nibung Raya road which is quite wide, equivalent to the width of 6 cars. However, on weekdays (Monday to Saturday) and working hours can be congested and cramped, hundreds of used & new cars occupy the road until the width of the road is only about 5-6 meters equal to the difference of 2 cars. Even though there are traffic signs around the road that are prohibited from stopping and parking. The purpose of this study is to find out what factors determine someone to become an online transportation driver. Even though there are traffic signs around the road that are prohibited from stopping and parking. The purpose of this study is to find out what factors determine someone to become an online transportation driver. Even though there are traffic signs around the road that are prohibited from stopping and parking. The purpose of this study is to find out what factors determine someone to become an online transportation driver.

2. RESEARCH METHOD

In order for the research to be more focused and in accordance with the desired goals, the authors use a qualitative approach, namely data that is not a number, but in the form of characteristics, properties, circumstances, or a description of the quality of the object under study. These data usually describe characteristics or traits.

2.1 Operational Definition

- a. Ojek is a passenger transportation service using a motorbike (two-wheeled vehicle) by carrying passengers by riding from one place to another according to the wishes of the passengers.

- b. Online business is a commercial activity in the form of services or goods provided through online media based on technology supported by the internet network.
- c. Online Ojek is a technology-based service that connects drivers (perpetrators) with passengers (consumers) and usually uses motorcycles (two-wheeled vehicles) that have been connected to the internet network.
- d. Motorcycle is a two-wheeled vehicle that is driven by an engine and requires fuel to move it.

2.2 Research Location and Time

This research was conducted in the MEBIDANG area, North Sumatra Province. The time of the research was carried out in September 2017. The reason for choosing Medan as the research location was with the consideration that Medan City is one of the areas where the development of online transportation is quite fast, both from the driver and consumer side.

2.3 Type, Data Source

a. Data Type

The type of data used is the type of qualitative data. Qualitative data is data that cannot be measured on a numerical scale. In general, qualitative data that is ordinal data is data that is stated in the form of categories, but the position of the data is not the same as the degree.

b. Data source

The source of data in this study is primary data. Secondary data was also collected to complement research information, which was collected through literature studies of related agency publications such as BPS, Manpower Office, Text Books, scientific journals and others. While the primary data is by conducting direct research in the form of distributing questionnaires, direct interviews with online transportation drivers in the MEBIDANG area.

2.4 Techniques or Data Collection and Sampling Methods

As a complement to this discussion, it is necessary to have data or information both within the company and from outside the company. The study obtained data by distributing questionnaires and interviews.

The sample who became the respondent in this study were online transportation drivers. Considering that there is no exact number of online transportation drivers in MEBIDANG, the online transportation sample was chosen intentionally or using the snowball sampling method with several considerations in order to be representative or provide representation of the online transportation population in MEBIDANG. Some of these considerations are:

- a. the sample of online transportation drivers must include diversity, namely Gojek, Grab and other transportation.
- b. Samples were taken from locations where online transportation often gathers (mangkal) which is usually in places, namely in the area of the Medan city train station, Binjai Super Mall, North Sumatra University, Muhammadiyah University North Sumatra and the area around Medan State University. Purposive sampling method (Judgement) Sampling is the usual procedure carried out by experienced researchers in selecting samples based on their consideration of several suitable characteristics related to the sample members needed to answer the research objectives.

Determination of the number of samples/respondents as many as 50 people is in accordance with the theory of determining sample size, that is, if there is no information about population variance or sampling costs, researchers generally set a minimum sample size of 30.

Table 1

No	Number of Samples	
	Sample	Multiple Drivers (people)
1	Gojek Drivers	50
2	Grab Driver	50
AMOUNT		100

2.5 Data analysis technique

The data analysis technique in this study used descriptive qualitative analysis using primary data and secondary data. The following are data analysis techniques:

- a. Collecting data related to online transportation in the city of MEBIDANG, as well as making direct observations to the location.
- b. Entering data obtained from various sources and direct observations to see the development and growth under study and perform analysis.
- c. Provide a simple questionnaire to online transportation drivers.

3. RESULTS AND DISCUSSION

3.1 Driver/Driver Identity

This study took samples from 3 cities, precisely in the cities of Medan, Binjai and Deli Serdang. The reason the researchers chose the three cities is because they have the highest percentage of online transportation drivers in North Sumatra. the following data from the identity of the online transportation driver.

a. Driver Type

The following is the number of types/classes of online transportation drivers that researchers got from the questionnaire, namely:

Table 2.
Types/classes of online transportation drivers

No	Driver Type/Class	Number of Drivers/Drivers	Percentage (%)
1	Gojek (Gocar)	12	24
2	Gojek (Bike)	13	26
3	Grab (Grabcar)	8	16
4	Grab (Grabbike)	17	34
	Total	50	100%

Based on the results of table 3.1 regarding the types/classes of drivers from 50 respondents of online transportation drivers, the highest number is grab (bike) drivers as many as 17 drivers or 34% of the total sample, one of the reasons that researchers use as a benchmark why the number of Grab (Bike) drivers is higher. there are many if we compare between Grab (Bike) and Gojek (Bike) or both two-wheeled vehicles, drivers prefer to be Grab (Bike) drivers, because judging from the bonuses received by drivers, they are bigger than their competitors, namely Gojek, TNC Grab (Bike) provides a bonus of Rp. 200,000 if the grab diver (Bike) manages to meet its target, while the competitors.

b. Age of Working Driver

The following is an explanation of the age/age working as an online transportation driver.

The age of the working drivers, above, it can be concluded that the number of drivers aged 25-40 years is 26 drivers or 52% of the total sample and is the largest number, which is why this number is the largest because according to what was found Researchers at this productive age, many of the drivers find it difficult to find work plus the increasingly high cost of living in their families is the main factor, even most of them have multiple jobs, aged 19-24 years as many as 18 drivers or 36% of the total sample, age 41-60 years as many as 6 drives or 12% of the total sample and not infrequently research finds that those who are near the age of 6 they also reason why they still want to work as drivers because they still have the responsibility of educating their children and some are The researcher found that he did not want to stay at home even though he no longer had full life dependents, in other words, there was no longer anything to pay for, while at the age of 15-18 the data was not obtained, because at this age 15-18 many of them those who still want to find a job that they find interesting and some of them think this job as an online transportation driver does not have a good career path, most of them also reasoned that the vehicle (car or motorcycle) was also another factor why they did not choose to be a driver because they did not have a private vehicle.

c. Gender

Gender, there are only 6 people or 12% of the total sample, this is because this job (online transportation driver) is more suitable and precisely done by a man but does not rule out a woman to become an online transportation driver, because The online transportation company also allows anyone, both male and female, to be a driver and there is something that makes researchers a little touched, it is found that a female researcher who is still working at a young age is still enthusiastic

about working even late at night, not without this reason. done because he is a single parent who still has children who are still in school.

d. Origin/Domicile of Online Transportation Driver

Origin/Domicile of the drivers above, we can see that the most drivers are those who live or are domiciled in the city of Medan, namely 36 people or about 72% of online transportation drivers as we know why the highest number of drivers are those who live in Medan, this is because TNC Gojek and Grab stands in the city of Medan so automatically the number of those who live in the city of Medan is more prominent than other cities, there are also drivers who live outside the city of Medan, such as the city of Binjai as many as 4 people and Deli Serdang as many as 10 people, if we compare 2 cities outside Medan such as Deli Serdang, the number of online transportation drivers is more than the city of Binjai, this is because the geographical location between Medan and Deli Serdang is the main thing.

3.2 Online Transport Driver Education Terakhir

The latest education, many of them (drivers) have BACHELOR, which is as many as 22 people or almost half of the sample, this is because it is difficult and there are still lack of job opportunities for them and they also work as drivers to fill their spare time and while waiting another job. And almost all of them are drivers with the latest education, both < SMA with 6 drivers, SMA 20 drivers and Diploma in 2 drivers, almost all have the same reason, namely, it is still difficult to find other jobs and lack of job opportunities.

3.3 Jobs Before Becoming an Online Transportation Driver

In his previous job, there was an online transportation driver whose job before becoming a driver became a civil servant as many as 1 person or 2% of the sample he made his job as a driver just to fill his spare time where usually after he came home from work he did not have other activities, while the number of previous jobs was mostly There are many types of work as private employees/employees, namely 23 people or 46% because they want to increase their income, where their previous income was deemed insufficient for their daily living expenses, the researchers also found from those who were previously unemployed even though the amount it's not too much and they feel this online transportation service is very helpful for them. There are also researchers who found that even though the number of students was not too large from the total sample, namely as many as 8 students, they reasoned that this job was just looking for extra money (snacks) and helping to spare their tuition.

3.4 Main Reasons To Choose As An Online Transportation Driver

The main reason for joining as a driver, as many as 25 people or 50% or half of the sample, the main reason they choose is because this online transportation generates a large income and of course with their hard work (driver), and usually they already know a lot that the income offered The major online transportation service providers get their info from social media, friends, and others. While those who chose the main reason for making drivers because they had 8 drivers free time they chose this reason because they still have other jobs so they just work as they please. And there are 2 (two) who choose the main reason for flexible working hours and the hobby of driving has the same number of 17 drivers they choose to become online transportation drivers.

3.5 Driver's Response About Online Transportation To His Income (before and after becoming a driver)

a. Driver's Response About Online Transportation To His Income

The driver's response with the presence of TNC, it is felt for drivers that the presence of online transportation services is very helpful and helpful in terms of the economy, this is proven if we look at the respondents who show as many as 50 drivers or 100% of online transportation drivers who state the answer. And the researchers did not find from their sample that their opinion about the existence of online transportation was "not helpful", as evidenced by the 50 respondents who were given to online transportation drivers, both TNC Gojek and Grab.

b. Income Before Becoming a Driver

Prior to becoming a driver, almost half of them (drivers) or about 48% of the sample still received income/income below Rp. < 2 million, the same thing is also seen in those (drivers) who receive Rp. 2 million to 4.5 million who have a percentage of 48% or as many as 24 online transportation drivers,

there are also among these 50 samples there is 1 person or 2% of the sample whose income before becoming a driver has entered the figure of Rp. > 7 million per month.

c. **Income After Being a Driver**

After becoming a driver, almost half of the total sample or 22 people, around 44 percent, earned an income of Rp. 4.6 million to 7 million per month, no longer found from their sample (drivers) who earn Rp. < 2 million per month and some of them earn Rp. > 7 million per month as many as 10 people (drivers) or 20% of the total sample, this figure is certainly considered quite large for online transportation drivers. Researchers in this case draw conclusions if we see and compare the income before and after becoming a driver the number increases in terms of income.

4. **CONCLUSION**

Based on the discussion of the results in this study which have been described in previous chapters, in general it can be concluded that online transportation services are as follows:

- a. Several aspects related to the profile of online transportation drivers, show that most of the online transportation drivers are domiciled or from Medan City and cities around Medan such as Binjai and Deli Serdang.
- b. Most of the previous drivers already have jobs and only 24% are unemployed (unemployed). Of course, with this online transportation service, the unemployed are very petrified because those who have not worked before now have jobs, namely as online transportation drivers.
- c. Most of the previous jobs were not from the transportation sector such as drivers and the like, but these private employees/employees because not many of them used to work as drivers of other transportation such as becak drivers, angkot drivers and the like. which they will use at TNC Gojek or Grab.
- d. Most of the online transportation drivers have a bachelor's degree of 46% because it was difficult to find a job before and most of them do not feel ashamed or insecure about their work as online transportation drivers.
- e. Most of these online transportation drivers are male because of suitable jobs, but the online transportation service provider doesn't care about the gender, both male and female, while the researchers found that they were tough women who were female even though the numbers were very much different. with them men.
- f. Most of the online transportation drivers work full time which is about 6 – 12 hours per day or more than 35 hours per week this they do usually on the days they want while those who work on free days (anytime) are quite a lot, namely 48% and there are also those who work a full day, usually those who work all day long, which is their permanent job.
- g. And most of them say that having this online transportation service is very helpful for their survival when viewed from the opinions they get every day in the sense that this job is quite promising.

REFERENCES

- Arsyad, Incolin (2004). *Ekonomi pembangunan*, Bagian penerbit STIE YKPN. Yogyakarta Badan Pusat Statistik Indonesia (2011)
- Barthos, B. (2004). *Manajemen Sumber Daya Manusia: Suatu Pendekatan Makro*. Jakarta: PT Bumi Aksara.
- Bellante D Et al. (1990). *Ekonomi Keternagakerjaan*. Jakarta (ID): LPFEUI.
- Djojohadikusumo, Sumitro (1995). *Perkiraan-perkiraan Ekonomi dan Pertumbuhan*. Ekonomi, LP3ES, Jakarta.
- Gaspersz, Vincent (2004). *Production Planning and Inventory Control*. PT.Gramedia PustakaUmum, Jakarta.
- Gilarso, T (1992). *Pengantar Ilmu Ekonomi Bagian*. Penerbit Gramedia Pustaka. Utama. Jakarta.
- Hall JV et al (2015). *An Analysis Of The Labor Market For Uber's Driver-Partner In The United States*.
- Kadarusman, Y.B, dkk (2004). *Makro ekonomi Indonesia*. Jakarta : PT Gramedia.
- Kompas (2015). *Plus Minus Keberadaan Ojek Online*.
- Kuncoro, Haryo (2002). *Upah Sistem Bagi Hasil dan Penyerapan Tenaga Kerja*, Jurnal Ekonomi Pembangunan. Liputan6 (2015). *Jumlah Pengguna Internet Indonesia Capai 88.1 Juta*
- Mankiw, N. Gregory (2006). *Makro Ekonomi, Terjemahan*, Edisi 6, Erlangga,. Jakarta.

- Mulyadi (2003). *Ekonomi Sumber Daya Manusia Dalam Perspektif Pembangunan*. Jakarta: RajaGrafindo Persada.
- Pindyck, Robert S. and Rubinfeld, Daniel (1999). *Mikro Ekonomi*. Jilid 1, Prenhallindo.
- Sukirno, Sadono (2003). *Pengantar Teori Mikro Ekonomi*. Penerbit PT. Salemba, Jakarta.