

WORK MOTIVATION ASSESSMENT OF CONVENTIONAL OJEK AND ONLINE OJEK IN JAKARTA CITY THROUGH AHP METHOD

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ABSTRACT

In this current digital era, there is an increasingly dominant role of the use of information technology for public. By using software application from the technology, each individual enables to conduct world network business transactions by using laptop, computer pc, tablet or android handphone. Thus, this may lead to increase the competition of business including any businesses engaging in the field of transportation. Driver as one of the important elements in the implementation of this transportation business aims to help the public in accelerating their works through information technology. So, the public prefers to use transportation service by using software application by the technology. This research was conducted in Jakarta as the capital city of the Republic of Indonesia as well as the center of office, center of industry and trade both in local and international levels. Data from this research used primary data from the questionnaires in random with explanatory theory. The research results indicate that one's preference to work as online ojek and conventional ojek is to meet physiological needs as the main component and it is also followed by other factors for conventional ojek drivers namely affiliation or temporarily acceptance needs; for online ojek drivers, it is not only for physiological needs, there is also another factor namely safety or security needs.

Keywords: Work Motivation, AHP

Introduction

In this current 4.0 industrial revolution digital era, there is an increasing dominant role of the use of information technology for the public; moreover for Indonesia as one of the countries that is joined in Asian Economic Community that is signed in free trade era. So, the needs of information technology is getting closer to daily life style pattern such as the use of software application from the technology that enables each individual to conduct world network business transactions that can be done using laptop, computer pc, tablet or android handphone. So the role of communication globalization can be felt by all Indonesian community (Askurifai, 2006), particularly Jakarta city. Since we and almost all countries in the world

acknowledge that Jakarta city as the capital city of the Republic of Indonesia has many offices, centers of industries and trades both in local and international levels in which there is a more dominant role of information technology in daily works. This in fact provides benefits for each individual in which each consumer obtains the benefits and meanwhile, not all producers obtain the benefits. Such as the case of clashing between online ojek and conventional ojek that can often be found out in some cities or provinces such as Bandung city (<http://www.plimbi.com/article/161682/gojek-vs-ojek-pangkalan-di-bandung>, accessed in 26 October 2015, at 16:13). The demonstration was conducted by conventional ojek requiring elimination of this online-based ojek known as gojek. This gojek leads to their decreased income. Each status difference between conventional ojek and online ojek leads to different performance mechanism based on their ability depending on their motivation level. Based on the phenomena above, the author is interested in writing a research entitled: **WORK MOTIVATION ASSESSMENT OF CONVENTIONAL OJEK AND ONLINE OJEK IN JAKARTA CITY THROUGH AHP METHOD.**

The problems are caused by people preferenceto work as an online driver ojek than conventional ojek. This decision is inseparable from work motivation therefore, this research formulates:

1. Work motivation encourages people preferenceto work asan online ojek driver and conventional ojek.
2. Work motivation encourages people preferenceto work asan onlineojek driver.
3. Work motivation encourages people preferenceto work as a conventional ojek driver.

This research purposes among others are :

1. To determine the work motivation that encourages people preferenceto work as an online ojek driver and a conventional ojek driver.
2. To determine the work motivation encourages people preferenceto work as an online ojek driver.
3. To determine the work motivation encourages people preferenceto work asa conventional ojek driver.

Academic benefit through this research is expected to provide theoretical contribution for human resources management science or study development to determine comparison of work motivation in a place and provide solution so that it can participate in facing a healthy competition.

While practical benefits, this research can provide description and be used as a reference as well as evaluation material for any parties to understand the work motivation between online ojek and conventional ojek so that there will be no any fight among both parties.

There are some researches having similarities and differences with this research, among others are:

1. Differences of work motivation between librarian and administration personnel (A Comparative Study on Differences of Work Motivation Between Librarians and Administration Personnel in Airlangga University) by (Dimas Agung Trislianto, 2015), stating that there are different personnel status, each component has different performance mechanism based on ability depending on motivation. According to -Hezberg in Stoner and Freeman (Hubeis A.V, 2008) it describes that extern motivation includes: 1) company policies and administration; 2) supervision or monitoring; 3) salary or wage, and other benefits including incentive; 4) interpersonal relations; 5) status; 6) work safety; 7) work conditions. Meanwhile, intern motivation includes: 1) achievement; 2) acknowledgment; 3) responsibility; 4) growth or possibility to grow; 5) the work itself. Type of research is explanative comparative and the method used is survey and there are 74 respondents. This research aims to determine whether any difference of work motivation between librarians and administration personnel in the Library of Airlangga University. It used Independent Sample T-Test as the analysis method. Based on the analysis results, it concluded that there are differences between librarians and administration personnel in the indicators of: 1) company policies and administration; 2) supervision or monitoring; 3) status; 4) work safety; 5) achievement; 6) acknowledgment; 7) the work itself, with significance value (α) < of 0,05 for each indicator.

2. (Quratul, 2011) stated that literature and many researches concludes that the factors of empowerment and acknowledgment have positive effects on employee motivation. More increasing employee empowerment and acknowledgment in an organization will lead to more increasing their work motivation. There is also positive relation between employee motivation and organizational effectiveness. More employee motivation on work achievement will lead to higher level of organizational performance and success. (Saleem Rizwan MS, Mohammad Ali Jinnah, Azeem Mahmood, 2010) stated about employees working in telecommunication sector in Pakistan only. The questionnaire survey was used to measure work satisfaction and work motivation. Since the respondents were taken from two telecommunication organizations and there were quite small samples so the findings could not be generalized to all employees in the telecommunication sector in Pakistan. (Saleem Rizwan MS, Mohammad Ali Jinnah, Azeem Mahmood, 2010) considered the importance of employee satisfaction and its effects on organizational effectiveness and productivity. Thus, the company management should take any necessary actions.
3. (Ganta, 2014) said that the level of motivation in the workplace has a direct effect on employee productivity. Workers who are motivated and passionate about their work carry out their responsibilities to the best of their ability and it can result in the increased amount of production. Employee motivation is always a major issue for leaders and managers. Unmotivated employees tend to spend little or no effort on their jobs, avoid workplace as much as possible, get out of the organization if given any opportunity and produce low-quality jobs. On the other hand, employees who feel motivated to work tend to be persistent, creative and productive, produce high-quality work that they are willing to do. They also emphasized the importance of motivation in the workplace to improve employee performance and productivity.
4. (Tella Adeyinka, C.O. Ayeni, 2007) stated that there is positive correlation between work motivation and work satisfaction with coefficient value of $r = .4056$. Motivation also correlates with organizational commitment, but it is negative correlation with coefficient value of $r = -.1767$. This indicates that there is no significant observed difference on work motivation between professional

and non professional librarian personnel. There is also no difference of work satisfaction between librarian personnel in academic libraries and research. This is shown by $t_{cal} 1.66 > t_{tab} 1.96$ with the level by 0.05 and level of freedom by 198. They expressed that years-experiences have no correlation with organizational commitment. This is shown in some regression (R) of 0,05 and multiple correlation of R Square by 0,002, showing 2% out of total correlation and value of Eta and Beta by 0,04.

Term of motivation is taken from the work of motive which means strength within an individual, causing the individual to take any necessary actions. There are some assumptions stating: 1) behavior has starting point, direction and stopping point; 2) behavior is voluntary and under self control; 3) behavior is not random but has specific direction and purpose. Based on the assumptions, it can define that motivation refers to psychological process causing arousal, direction and appropriateness of voluntary action with certain purpose direction (Champoux, Joseph E., Thomson-SW, 2003). Motivation according to (Luthans, 2005) is “a process that starts with a physiological or psychological deficiency or need that activates a behavior or a drive that is aimed at a goal or incentives”. According to (Stoner, James AF & Freeman, 2014) it described that extern motivation includes 1) company policies and administration; 2) supervision or monitoring; 3) salary or wage, and other incentive profits; 4) interpersonal relations; 5) status; 6) work security; 7) work conditions. Meanwhile intern motivation includes: 1) achievement; 2) acknowledgment; 3) responsibility; 4) growth or possibility to grow; 5) the work itself Abraham Maslow (Abraham Maslow, 2002) expressed a motivation theory known as Maslow’s Need Hierarchy Theory. (Hasibuan, 2009), expressed that there are five hierarchies of human needs, namely as follow:

1. Physiological Needs

Physiological Needs is the needs for life survival. These needs include needs for foods, drinks, houses and others. Willingness to meet these needs stimulate one person to behave or work diligently.

2. Safety and Security Needs

Safety and Security Needs are the needs for freedom of any work accident and security threats. These needs direct to two forms: (1) needs for spiritual security in workplace; (2) needs for wealth security in workplace in working times.

3. Affiliation or Acceptance Needs

Affiliation or Acceptance Needs is the needs for social, friends, affiliations, interactions, being loved and love, and being accepted in the association of workers and community groups environment. Since man is a social being, it is clear that he has social needs consisting of four groups, namely: (1) Needs to be accepted by others (sense of belonging); (2) Needs to be respected (sense of importance); (3) Need for progress and not fail (sense of achievement); (4) The need for sense of participation.

4. Esteem or Status Needs

Esteem or Status Needs is the needs of self-achievement and acknowledgment as well as prestige achievement from employees and community in the environment. Prestige and status are manifested by many issues used as the symbols of the status.

5. Self Actualization

Self Actualization is the needs of self actualization by using optimal ability, skills and potentials to achieve very satisfied work achievement.

Method

This research use Analitic Hierarchy Process (AHP) approach. The AHP method is one of the methods that can be used to solve Multi Atributte Decision Making problem, namely by evaluating alternatives to a set of attributes or criteria, which each attribute is independent of each other (Kusumadewi, S, Hartati, S, Wardoyo, R, 2006). Sampling technique used in this research is random sampling with there are consecutively 30 online ojekdrivers and conventional ojekdrivers in Jakarta city with random sampling. The reason for selecting Jakarta is because Jakarta is the capital of the Republic of Indonesia where there are many local and international trade and office centers. The data used in this study are primary data through questionnaires distributed to each respondent randomly or by random sampling. This study is a

theory explanation. AHP was developed in Wharton School of Business by Thomas Watson in the 1970s. Principally, the AHP method is the simplification of an unstructured complex of problem into more structured parts and organized one in a hierarchy. Graphically, decision problem with the AH can be constructed as a multilevel diagram, starting with the targets, then the first criteria, the sub criteria and finally the alternatives. The hierarchy structure in AHP can be seen in Figure 1 below:

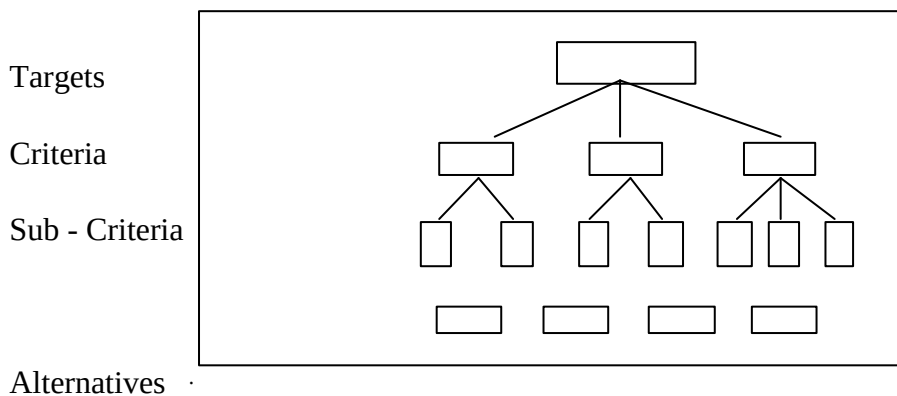


Figure 1. Hierarchy Structure of AHP

Source: (Saaty, 2013)

Steps in the AHP method:

- a. determining targets, criteria and alternative of decisions.
- b. arranging hierarchy for various criteria and decision alternatives.
- c. making pair comparison matrixes based on each criteria and sub criteria. Testing on comparison matrix consistency in the decision making problems should determine the level of our consistency in making judgment. It should prevent a decision resulted from too bias judgment. Steps in measuring consistency is if A is the pair comparison matrix and W is the weight vector, then the consistency of A can be tested by:

- i. Calculate $(A)(W^T)$

$$\frac{1}{n} \sum_{i=1}^n \left(\frac{\text{elemen ke i pada } (A)(W^T)}{\text{elemen ke i pada } W^T} \right)$$

ii. Calculate t_{ij} (4)

iii. Calculate consistency index: $CI = \frac{t - n}{n - 1}$ (5)

iv. examine the consistency ration in which $CR = CI / RI$ (6)

if CR is smaller or the same as 0,1 then A is consistency and if CR is greater then 0,1 then A is inconsistency. RI value is the random index value based on table 2.

Table 2.

RI values

N	3	4	5	6	7	...
RI	0.52	0.882	1.109	1.248	1.342	...

Source: (Alonso, JA; Lamata, 2006)

Results and Discussions

The data uses are the results of questionnaires taken from conventional ojek drivers and online ojek drivers with the criteria such as Physiological Needs, Safety and Security Needs, Affiliation or Acceptance Needs, Esteem or Status Needs and Self Actualization.

Data processing with AHP method includes Physiological Needs, Safety and Security Needs, Affiliation or Acceptance Needs, Esteem or Status Needs and Self Actualization.

AHP method processing is conducted by determining the weight of each criteria, sub criteria and alternatives conducted by using pair comparison matrix. Weighting process and consistency test of pair comparison matrix are processed by using Expert Choice 11.0 program application. Based on the weighting process and consistency test in the program application, it is obtained the weight of each criteria with CR (Consistency Ratio) value, that the results show that each criteria has different interest and the CR is smaller or the same as 0 (zero).

Priority weight results of each criteria consecutively can be seen in:

Table 3A

Priority weightof conventional ojek criteria

No	Criteria	Weight
1.	<i>Physiological Needs</i>	0,460
2.	<i>Safety or Security Needs</i>	0,197
3.	<i>Affiliation or Acceptance Needs</i>	0,172
4.	<i>Esteem or Status Needs</i>	0,108
5.	<i>Self Actualization</i>	0,063

CI = -0,24 , IR = 1,12, CR = -0,214285714

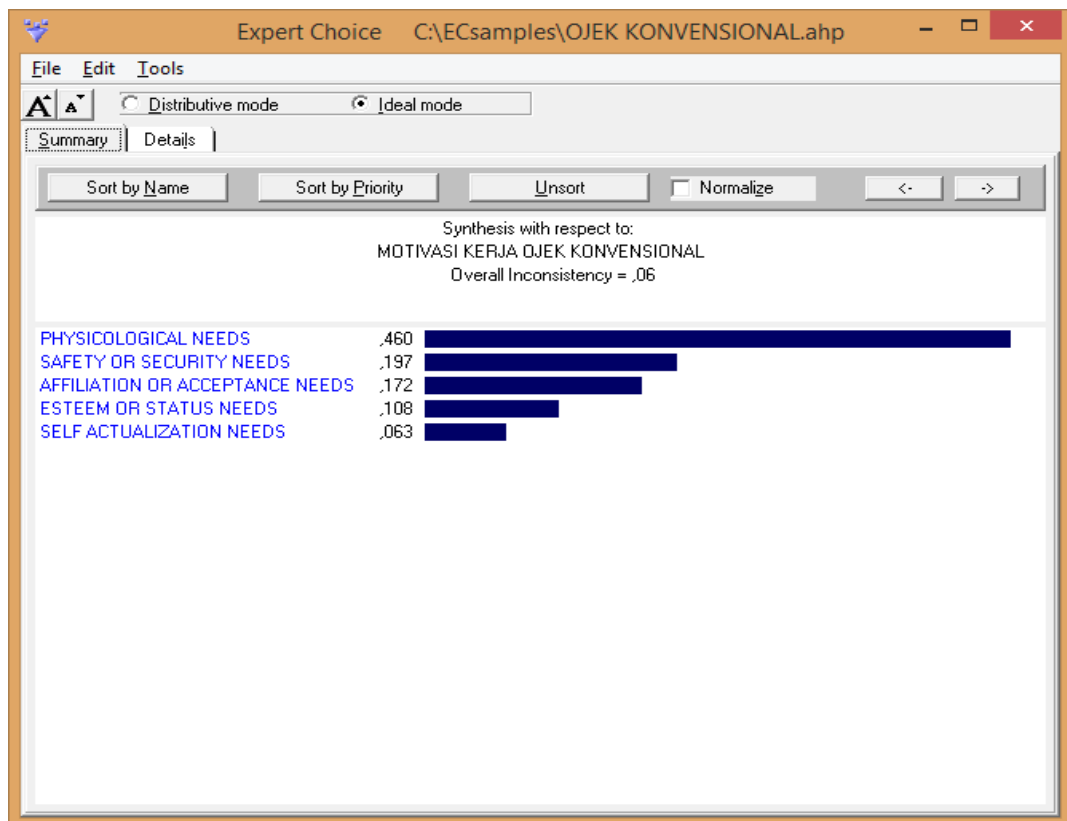


Table 3B

Priority weightof online ojek criteria

No	Kriteria	Weight
1.	<i>Physiological Needs</i>	0,457
2.	<i>Safety or Security Needs</i>	0,239
3.	<i>Affiliation or Acceptance Needs</i>	0,154
4.	<i>Esteem or Status Needs</i>	0,091
5.	<i>Self Actualization</i>	0,059

CI= -0,08, IR = 1,12, CR = -0,071428571

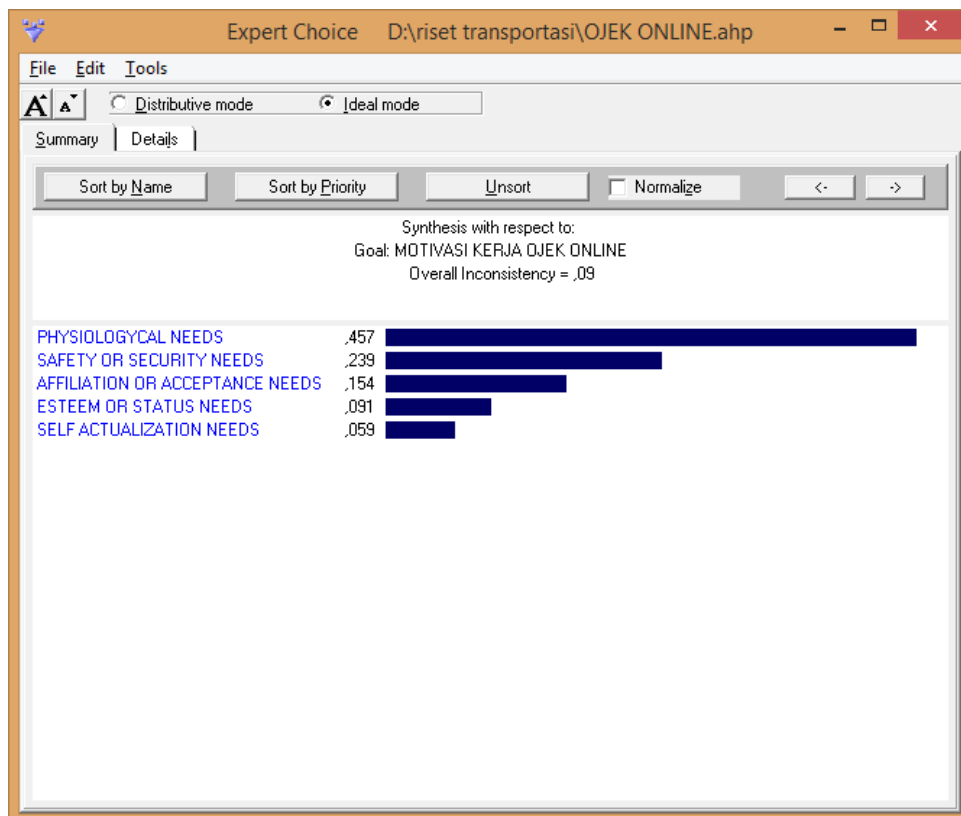


Table 3A shows that there is not only physiological needs serving as the main factor, but there are alsoaffiliation or acceptance needs, then followed by self actualization, physiological needs, esteem or status needs and safety or security needs. This can be seen that the weight of each criteria and consistency level is below 0,10 namely by - 0,214285714(CR< 0,10). Meanwhile, Table 3B shows that the main factor is

physiological needs and the second is safety or security needs and followed by affiliation or acceptance needs, esteem or status needs and safety or security needs. This can be seen that the weight of each criteria and consistency level is below 0,10 namely by $CR = -0,071428571$ ($CR < 0,10$).

Conclusion and Recommendations

From the discussion results above it can conclude:

1. The decision-making process on work motivation assessment can be assisted by using the AHP method, so that subjective factors can be avoided. Thus, the results of this study can provide an explanation that a person chooses to work as a driver of online ojek and conventional ojek is to meet the physical needs (physiological needs) as the main components and also followed by another factor for conventional ojek drivers, namely affiliation or acceptance needs while for ojek online drivers in addition to physical needs, there is another need namely safety or security needs
2. By this research, it can reduce the gap perception of online ojek with conventional ojek so that there is no longer any feud between both parties. Because in addition to both to meet physical needs, there are other needs as the work motivation as described in point. (a) above. This can be seen from the CR value that is smaller than zero ($CR < 0$) so that the matrix is always consistent (Chunlan and Yoonlin, 2008).

The recommendations that can be proposed are:

1. It is recommended that conventional ojek drivers can earn additional money by joining online ojek beyond the schedule of driving works as the conventional ojek drivers in order to face healthy competition with ojek online drivers.
2. The government of the Republic of Indonesia should provide socialization about the importance of the role of information technology in the industrial era 4.0 and provide safety guarantees of work among online ojek drivers and conventional ojek.

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