The Influence of Work Motivation and Education Level on Employee Performance at Online Ojek Drivers PT. Application Karya Anak Bangsa/PT.GO-JEK Bandung

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ABSTRACT

One of the businesses that is currently developing is a transportation service business by motorbike or what used to be called an online-based motorcycle taxi. Almost every corner of major roads and remote places there are online motorcycle taxi drivers. If you look closely, there are many things that must be addressed in the current ojek service, especially the issue of safety, courtesy and fairness of service prices. Children of the Nation (GO-JEK) Bandung. This type of research is correlation research with quantitative methods. The population of this research is 8413 Go-Jek drivers in Bandung. Sampling of 100 drivers using non-probability sampling method and using purposive sampling. The data analysis technique used multiple linear regression with SPSS version 20. The results showed that based on a partial hypothesis test (t test) and simultaneous (F test) it can be seen that work motivation and education level have a partial and simultaneous effect on employee performance at PT. Karya Anak Nation (GO-JEK).

Keywords: Work Motivation, Education Level, Performance

INTRODUCTION

Transportation is a very necessary means. People's dependence on transportation is very high with the reason to shorten travel time. Currently, advances in information technology in transportation are combined with internet access. The internet is a network that is paired with communication tools so that we can interact anywhere and anytime. With the advent of the internet, the way companies conduct transactions has changed, from the old way which costs a lot of time and money to a faster and easier process. The development of the internet in the midst of rapid population growth, the internet is needed to meet the needs of the community.

Currently, there are online-based transportation services that use the internet which are very influential for the community in all activities quickly and efficiently. One of the businesses that is currently developing is the transportation service business by motorbike or what used to be called an online-based motorcycle taxi. Almost every corner of major roads and remote places there are online motorcycle taxi drivers. If you look closely, there are many things that must be addressed in the current ojek service, especially the issue of safety, courtesy and the fairness of service prices.

An online-based motorcycle taxi transportation company that is growing rapidly, namely GOJEK or PT.Application Karya Anak Bangsa, GOJEK is a company founded by the nation's children named Nadiem Makarim with his friend Michaelangelo Moran in March 2014, which aims to reduce unemployment in Indonesia and become a solution traffic jams in the capital. The way GOJEK works is by using an internet-connected application that can connect drivers with consumers. Consumers do not need to wait on the side of the road or visit the motorcycle taxi base like using

conventional motorcycle taxis, consumers can place orders through the Gojek application as needed. GOJEK is ready to serve consumers who are anywhere within the reach of the application.

Each driver must maintain the star rating given by consumers so as not to be blocked by the company, and must maintain the number of orders received and fulfill points in order to get bonuses. Customer satisfaction with service and performance results will greatly affect the company's image, so this is an important concern for companies that are growing rapidly like Gojek. Each driver must provide satisfaction and good performance with different educational backgrounds and motivations. No matter how modern the technology is used, or how much funds are prepared, without professional human resources everything becomes meaningless (Suwatno & Thutju, 2013). One way to face this challenge is to improve the performance of its employees. Employee performance will reflect organizational performance. According to Mangkunegara (2009) performance (work achievement) is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. Kasmir (2016) explains that performance is the result of work and work behavior that has been achieved in completing the tasks and responsibilities given within a certain period.

Table 1. Online Ojek Revenue for the Last One Year.

No	Month	Average Income	Diamond Points (average)	Bonus (average)	Bonus (average)
1	January	Rp 2.315.000	66	Rp 199.680	Rp 2.000
2	February	Rp 2.297.100	70	Rp 200.000	Rp 3.000
3	March	Rp 2.280.000	55	Rp 130.000	Rp 5.000
4	April	Rp 2.261.500	75	Rp 215.000	Rp 2.000
5	May	Rp 2.245.000	80	Rp 220.000	Rp 5.000
6	June	Rp 2.229.000	50	Rp 100.000	Rp 5.000
7	July	Rp 2.212.100	45	Rp 95.000	Rp 2.000
8	August	Rp 2.183.600	50	Rp 100.000	Rp 2.000
9	September	Rp 2.162.800	40	Rp 95.000	Rp 2.000
10	October	Rp 2.136.300	30	Rp 70.000	Rp 2.000
11	November	Rp 2.114.900	25	Rp 50.000	Rp 3.000
12	December	Rp 2.102.800	20	Rp 35.000	Rp 2.000
	Average	Rp 2.211.675	50,5	Rp 125.807	Rp 2.917

Source: Observation data, 2021

Furthermore, based on the results of the interview, several things were stated, including the inconsistent work spirit. For the Drives, the worst thing is being lazy to work, because this condition causes no income. However, the partners realize that there are too many factors that cause low motivation, but the most dominant is the issue of "order". This means that partners do not get certainty of how many orders are at least a day, of course this system is seen as unfair, because this system works based on the sophistication of cellphones and network stability. Both conditions are beyond the reach of partners.

The level of education is the stage of education that is determined based on the level of development of students, the goals to be achieved and the will to be developed. The level of education has an effect on changes in attitudes and behavior of healthy living. A higher level of education will make it easier for a person or society to absorb information and implement it in daily behavior and lifestyle, especially in terms of health. Formal education forms values for a person, especially in accepting new things (Sari, Dini Komala, 2014).

In the journal Puspitasari, et al. (2018) explained that self-motivation is the only capital needed for online motorcycle taxi drivers. The reason is that the service provider company does not provide the direct facilities needed by the driver. In other words, the success or failure of being an online motorcycle taxi driver depends on each individual's passion for work. Yuniarti & Suprianto (2014), Faizin (2008), Sanjaya (2015) and Murty & Hudiwinarsih, (2012) state that work motivation has a positive effect on employee performance. Motivation is "giving individual incentives to act that causes the person to behave in a certain way that leads to goals" (Murty & Hudiwinarsih, 2012). Motivation is one of the goals so that employees who are motivated can work in accordance with the responsibilities and work references given so that company goals can be achieved properly. Prahara & Halias (2020) added that the reason for the low motivation of online motorcycle taxi partners is dissatisfaction such as rarely getting orders, not achieving targets, getting fussy customers, and various other internal problems. In accumulation, these dimensions have an

impact on the poor psychological state of partners.

Based on the results of a pre-survey of researchers on 30 online motorcycle taxi drivers PT.Application Karya Anak Bangsa Bandung, the researchers stated that there were problems that occurred, namely the low quality of work and quantity of work on online motorcycle taxi drivers PT.Application Karya Anak Bangsa Bandung, which caused less work. in accordance with the planning that has been determined in the indicators that can be seen in table 2 as follows:

Table 2. Results of Pre-survey of Performance Variables

No	Employee Performance Indicator		Total	Percentage
1	Quality of Work - Star rating earned in a month			
	1 - 1 , 9		-	0%
	2 - 3 , 9		-	0%
	4 - 4 , 9		24	80%
	5		6	20%
2	Quantity - Work Average points accumulated in a day			
	< 1 4		14	46,6 %
	1 4		6	20%
	1 8		3	10%
	2 2		4	13,3 %
	2 6		2	6,6 %
	3 0		1	3,5 %
3	Effectiveness - The driver application is quite easy to use	Yes	No	
		30		100 %

In the table it can be seen that the performance of online motorcycle taxi drivers at PT.Application Karya Anak Bangsa in general is still not satisfactory which is shown in the dimensions of work quality, the largest percentage is 80% which indicates that the quality of work that has been done by the driver has not been maximized, which is indicated by the presence of 20 % of the driver's score that is above it, which means there are problems in the quality dimension, including there are still drivers who do not provide good service or according to the provisions for consumers while the quantity dimension of work, there are still many drivers who do not meet the predetermined target points reaching 46.6 % while achieving the minimum target point is only 20%, which means there are problems in the quantity dimension of work, including there are drivers who are not motivated because they feel that the wages they receive are not appropriate.

Table 3. Results of Pre-survey of Work Motivation.

	Extrinsic Factors Affecting Employee Work Motivation	Total answer		Percentage
		Yes	No	
1	The wages received are in accordance with the work	17	13	56%
2	Penalties or sanctions that are applied have a deterrent effect	30	0	100%
3	There is healthy competition between coworkers	24	6	80%

Source: the results of the researcher's pre-survey in 2022

The table shows that 56% stated that the wages received were in accordance with the work and it means that there were 44% who stated that the wages received were not in accordance with the work. 80% stated that there was healthy work competition between co-workers and 20% stated that there was unfair work competition between co-workers. It can be concluded that work motivation is of good value but performance is still not good.

Table 4. Results of Education Level Pre-survey

No	Employee's Last Education Level	Total answer	percentage
1	Elementary School (SD)	-	0%
2	Junior High School (SMP)	7	23,3%

3	High/Vocational High School (SMA/SMK)	23	76,7%
4	Strata 1 (S1)	-	-
	Total	30	

Source: results of the 2018 research pre-survey

The table shows the highest level of education, namely Senior High School (SMA) with the results of 76.7% and 23.3% showing that there are still drivers whose last education level is Junior High School (SMP). This can affect the level of driver service to consumers, one of which is how they behave in serving different consumers and it can be concluded that the level of education is of good value but the performance value is still not good. So the formulation of the problem in this study are:

1. How much influence does work motivation have on the performance of online drivers at PT. Gojek Bandung?
2. How much influence does the level of education have on the performance of online drivers at PT. Gojek Bandung?
3. How big is the influence of work motivation and education level on the performance of online drivers at PT. Gojek Bandung?

METHOD

The methodology used is descriptive method. "Descriptive method is a method in examining the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. The purpose of this descriptive research is to make a systematic, factual, and accurate description, picture or

Gender	Total (Person)	percentage (%)
Male	97	97%
Female	3	3%
Total	100	100 %

painting of the facts, characteristics and relationships between the phenomena being investigated" (Nazir, 2011)

The type and research design used in this study is a quantitative research using primary data sources which are sources of data obtained from the research object, by distributing questionnaires (questionnaires) to 100 respondents. The research population is 8413 Go-Jek drivers in the city of Bandung (http://www.infojek.com). While the research sample used non-probability sampling method using purposive sampling. According to Sugiyono (2013) purposive sampling is a sample taken according to certain considerations. Considerations that must be met by Go-Jek drivers who are around the city of Bandung and have joined for at least 3 months and are 18-50 years old. The number of samples in this study were 100 respondents taken from the population of Go-Jek drivers in the city of Bandung.

The instrument used in data collection is using a questionnaire/questionnaire. Where this questionnaire is to determine work motivation, level of education on driver performance. The instrument analysis technique used in this study is construct validity using the product moment correlation technique and reliability testing using the Cronbach Alpha technique. The data analysis technique used to test the hypothesis in this study uses multiple linear regression analysis, namely the analysis technique to determine the effect of the independent variable on the dependent variable. Prior to that, prerequisite tests were carried out which included normality tests using the Kolmogorov-Smirnov test, multicollinearity test, and heteroscedasticity test, the three prerequisite tests were assisted by the SPSS for windows version 20.0 program.

RESULTS and DISCUSSION

The object of this research is 100 Go-Jek drivers in the city of Bandung. The following is descriptive of the respondents from the research results are as follows:

Table 5 Characteristics of Respondents by Gender

Source: Primary Data Processed, 2022

Based on Table 5, the characteristics of respondents based on gender, it can be seen that respondents with male sex are 97

people (97%) and as many as 3 people (3%) are female, this shows that respondents with male sex are more dominant than respondents. woman.

Table. 6 Characteristics of Respondents Based on Last Education

last education	Total (Person)	percentage (%)
High School - Equivalent	93	93%
D1-D3	6	6%
S1	1	1%
S2	0	0%
Total	100	100%

Source: Primary Data Processed, 2022

Based on Table. 6 characteristics of respondents based on their latest education, it can be seen that the respondent's last education is dominated by high school graduates or equivalent, this is because the last education of high school and equivalent is more difficult to find jobs than the last education which is D1-D3 and S1 so that to fulfill their daily needs they are more interested in becoming Go-Go drivers. Jek because the requirements given by the company are quite easy. Meanwhile, respondents with the latest education D1-D3 and S1 on average they work as Go-Jek drivers only for side jobs.

Table 7 Characteristics of Respondents Based on Length of Work

Length of working	Total (Person)	percentage (%)
≤ 1 year	11	11%
1-2 year	60	60%
3-4 year	27	27%
≥ 5 year	2	2%
Total	100	100%

Based on Table 7, the characteristics based on the length of work of drivers are dominated by drivers who work for 1-2 years, this is because the majority of drivers in the Sagulung area are less than 3 years old and are new to online motorcycle taxi systems such as Go-Jek.

Table.8 Characteristics of Respondents by Age

Age	Total (Person)	percentage (%)
20-30 Year	33	33%
31-40 Year	57	57%
41-50 Year	9	9%
≥ 50 Year	1	1%
Total	100	100%

Source: Primary Data Processed, 2022

Based on Table 8, the most dominant respondents are because at that age it is the age where the responsibility of a man is to earn a living for his family.

Instrument Validity and Reliability Test

Validity test is used to determine whether the instrument used to measure accurately the research variables. The validity of an instrument will describe the level of ability of the measuring instrument that will be used to reveal something that is the main target of measurement. An item is said to be valid if the resulting calculated r value is greater than r table. So that each statement item in the study can be said to be valid. The reliability test is intended to determine the consistency of the measuring instrument in its use. A measuring instrument can be used if it has a reliability coefficient of more than or equal to 0.6 (Siregar, 2014). Based on the results of calculations using the Cronbach Alpha formula, the reliability coefficients for each variable are presented in the table. 9 following:

Table 9. Summary of Questionnaire Instrument Reliability Calculation Results

Variable	r_{alpha}	r_{kritis}	Interpretasi
Work Motivation (X1)	0.711	0.600	Reliable
Education Level (X2)	0.784	0.600	Reliable
Employee Performance (Y)	0.830	0.600	Reliable

Source: Primary Data Processed, 2022

Normality test

In the scatter plot in Figure 1, it can be seen that the points following the diagonal line spread in all directions of the normal curve area.

Figure 1. Normality Test Results (P-P Plot) Source: Data processing results, 2022

Multicollinearity Test

Based on the results of data processing with the SPSS 20.0 program, the results obtained that the two independent variables were known to have a VIF value < 10, which means that there are no symptoms of multicollinearity in this regression model.

Table 10. Summary of Multicollinearity Test

		Tolerance	VIF
Work Motivation (X1)	100	0.497	2.014
Education Level (X2)	100	0.390	2.561

Source: Primary Data Processed, 2022

Uji Heterokedastisitas
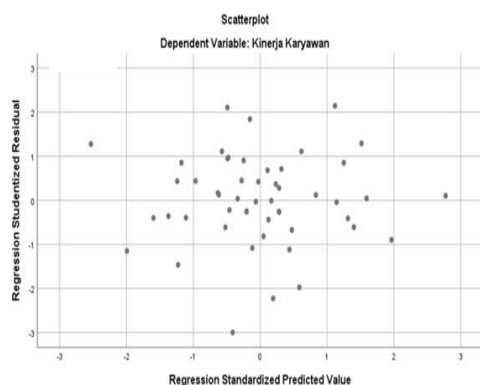
Source: Primary Data Processed, 2022
Figure 2. Partial Regression Plot Graph

Based on Figure 2, the Partial Regression Plot graph shows that the model is normally distributed, and the regression model that is formed is identified as having no heteroscedasticity.

Multiple Linear Regression Analysis Results

Table. 11 Multiple Linear Regression Analysis Test Results

Variable	Regression coefficient	t-Test	Sig.
Konstanta	-0.340		
Work Motivation (X1)	0.448	4.515	0.000
Education Level (X2)	0.229	2.017	0.047

Source: Primary Data Processed, 2022

Based on Table. 11, the following multiple linear regression equation is obtained:

$$Y= -0.340 + 0.448X_1 + 0.229X_2$$

Simultaneous F Test Results

Based on the results of the F_test, it states that the Sig value is 0.000 and the F_Test = 20.944. Because Sig 0.000 < 0.05 and F_Test = 20.944 > F_table = 2.310, from hypothesis testing it is stated that Ha3 is accepted and Ho3 is rejected, it can be concluded that simultaneously the independent variables of work motivation and education level have a significant effect on Go-driver performance Go-Jek.

Table. 12 Results of the Coefficient of Determination (R^2)
(ANOVA[a])

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.72	0.518	0.492	4.05534

Source: Primary Data Processed, 2022

R^2 Test Results (Determination)

Table. 13 Results of the Coefficient of Determination (R^2)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1689.163	2	337.833	20.944	.000b
	Residual	1516.227	97	16.13		

Total	3205.39	99				

Based on Table. 13, the value of the coefficient of determination (R2) is located in the R-Square column. It is known that the coefficient of determination is R2 = 0.527. This value means that all independent variables, namely work motivation and education level simultaneously affect the dependent variable, namely the performance of Go-Jek drivers by 52.7%, the remaining 47.3% is influenced by other factors not examined.

Partial t-Test Results

Based on table 11, the results of the t test show that (a) Based on multiple regression analysis, the coefficient bi (X1) = 0.448, which is positive. This means that work motivation has a positive effect on driver performance. While the value of t_test 4.515 < t_table (1.985) and Sig 0.000 > 0.05, from hypothesis testing stating that Ha1 is accepted and Ho1 is rejected, it can be concluded that partially work motivation has a positive and significant effect on driver performance. In achieving performance, it is necessary to have motivation as "intensity of person desirer to angage in some activity". The intensity of a person's desire to perform an activity. Wexley & Yulk in As'ad (2001) and (Murty & Hudiwinarsih, 2012)

Defines motivation as "the process by whic behavior is energized and directed." Motivation is the background of an individual to act to achieve certain goals. The results of this study are supported by several similar studies, namely the research of Yuniarti & Suprianto, (2014), Faizin (2008), Sanjaya (2015) and Murty & Hudiwinarsih, (2012 stated that work motivation has a positive effect on employee performance. Motivation is "giving encouragement individual to act that causes that person to behave in a certain way that leads to a goal."

Meanwhile bi (X2) = 0.229. This shows that the education level variable has a positive effect on driver performance, it is known that the t_test is 2.017 > t_table (1.985) and Sig 0.047 <0.05, from hypothesis testing states that Ha2 is accepted and Ho2 is rejected, it can

be concluded partially that the level of education has a positive effect and significant effect on driver performance. The results of this study are in accordance with the theory of Soekidjo (2003) which states that a high level of education of an employee will affect his ability to achieve optimal performance, where education within the organization is a process of developing capabilities in the direction desired by the organization concerned, so that the higher education, it is expected that the ability of human resources will be higher. The results of this study also support the empirical study of Rendry Mamahit (2013) Yuni (2013).

CONCLUSIONS

Conclusion

Based on the results of the research that has been done and the discussion above, it can be concluded that:

1. There is an effect of work motivation on the performance of online drivers at PT. Gojek Bandung.
2. There is an effect of education level on the performance of online drivers at PT. Gojek Bandung.
3. There is an influence of work motivation and education level on the performance of online drivers PT. Gojek Bandung.

Suggestion

Suggestions that can be given by researchers are based on the results of the discussion, namely that some online drivers still have no secondary education, so education needs to be selected or given special training, because educational background will have an influence on driver attitudes. Meanwhile, other researchers can add several variables that affect performance that have not been included in this research.

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