



The Effect of Incentives And Job Enthusiasm To Productivity of Go-Jek Driver At PT. Go-Jek Indonesia

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ABSTRACT: PT. Go-Jek Indonesia gives incentive every day to the Go-Jek drivers who have 5 customers. Initial research that has been done to 10 Go-Jek drivers shows result that a lot of Go-Jek drivers are interested in that incentive program and that makes them more productive. However a couple of Go-Jek drivers have different opinion regarding the incentive. The research aims to examine and analyze the effect of incentives and job enthusiasm to productivity of Go-Jek driver at PT. Go-Jek Indonesia. The data is gained from a 2 months survey (October– November 2015). The population in this research are 6000 Go-Jek drivers (Data is from Juli 2015). The sampling method is snowball method, using Slovin formula and gained result of 99 Go-Jek drivers who meet the criteria as samples. The analytical method used in this research is multiple linier regression. The result shows that incentive and simultaneously working have significant influence to the productivity of Go-Jek drivers. Partially, incentive and working spirit give a positively significant impact to the productivity. On the dimension correlation, inside the dimension incentive variable, the growth of the incentive has a dominant impact to the punctuation dimension in the productivity. Curiosity dimension has a dominant impact to the punctuation dimension.

Keywords: Incentives, Job Enthusiasm, Productivity.

I. INTRODUCTION

Jakarta is one of the densest megapolitan city in the world. According to BPS Jakarta in 2014, Jakarta night residents total is about 10,075,310 people, while the commuters (people who engage in activities outside their homes) derived from Bodetabek (Bogor–Depok–Tangerang–Bekasi City) conducting activities in Jakarta totaled 1,382,296 people. Then, the city dwellers who conduct activities outside Jakarta totaled around 255. 986 people, so that, it is known that the population of Jakarta during the day amounted to about 11 201. 620 people.

Based on that, Nabiem Makarim tried to innovate by creating an alternative with his socialpreneur soul established PT. Go-Jek Indonesia. The company launched a messaging application of motorcycles with Go-Jek Mobile App. This mobile application can be downloaded in the App Store and Play Store.

The pre-study survey results conducted by researchers of the 10 Go-Jek drivers, PT. Go-Jek Indonesia provides incentives to drivers who get five customers a day. With the programs offered by Go-Jek namely portorage services, transportation, shopping and Go-Food that can help the driver to achieve the incentive every day.

The efforts made by the PT. Go-Jek Indonesia by providing the incentive program committed to support the work productivity of the Go-Jek driver. In the other hand, there is a phenomenon that occurs between Go-Jek with motorcycle bases. Friction between the two sides, of course with the convenience offered by Go-Jek causing sooner or later there will be more people using it. Directly this resulted in reduced customer at the base.

II. LITERATURE REVIEW AND HYPOTHESIS

Every employee will work to fulfill their needs, employees will work even harder when the employee is awarded. It is based on the opinions Sofyandi (2008) in Nengsih (2014: 8) about; Incentive is an award given to employees fairly by considering: The amount of incentive (incentive amount) determined by the company, Increasing incentives in accordance with the employee's contribution in achieving the targets set, Accuracy and fluency of the incentives provided without delay. The things mentioned by Sofyandi can be used as

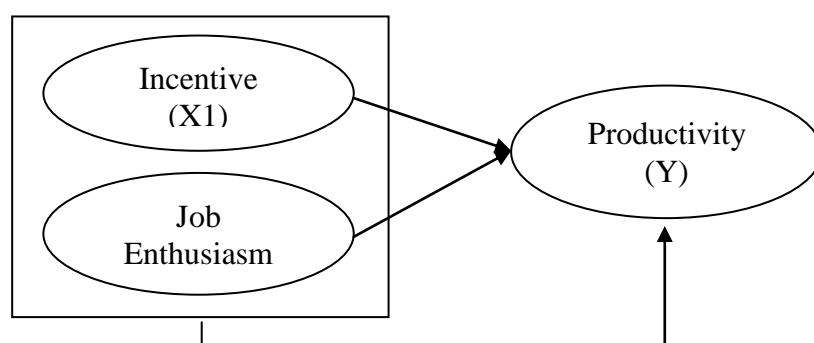
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consideration by the company in determining how appropriate incentives earned by the employee, and the proper way to appreciate the hard work of the employees working in the company.

Job enthusiasm is an individual feeling toward his work and organization. If job enthusiasm is low, the possibility of participation will only be limited to what was ordered. Instead, their high spirit reflect that individuals will participate with enthusiasm and commitment. Dimensions job enthusiasm adopted from Mangkunagara (2001), in Edwar (2011: 3) as follows: Attitude / side view of the work, craft work, Preparation duty, orientation work, demands success, target of work, seriousness in work, nature curious, Ambition , Confidence.

Every employee provides the effort and hard work to the company where the employee works. Arfida (2003) in Amrullah (2013: 8) argues that implies philosophical Productivity, labor and operational definitions. Philosophically, productivity is the way of life and mental attitude that is always try to improve the quality of life. The state of today should be better than yesterday, and tomorrow's quality of life should be better than today. This kind of view of life and mental attitude would encourage people not to be easily satisfied, but continue to develop themselves and improve employability.



The research hypotheses are: 1) Incentives significant effect on productivity of Go-Jek driver; 2) Job enthusiasm significant effect on productivity of Go-Jek driver; 3) Incentives and Job enthusiasm impacts on productivity of Go-Jek driver.

III. METHODS

This type of research is conducted using quantitative research method with type research deskriptive verifikative. The independent variables in this study is an incentive and job enthusiasm. Bound or dependent variable, namely the productivity of employees at PT. Go-Jek Indonesia. The research variables will be measured using an ordinal scale, with each value: strongly agree (score 5), agree (score 4), neutral (score 3), disagree (score 2), and strongly disagree (score 1).

Population on this study amounted to approximately 6,000 drivers operating in Jabodetabek, according to the data on July 2015. Sampling in this study uses snowball techniques because the data sources considered as the most knowledgeable about what to expect (Setyo, 2002: 162), namely by taking a data source directly from the driver Go-Jek. Determination of the sample size in this study used a Slovin formula, generating 99 potential respondents from 10% degree of culpability. The original data derived from source data collected specifically and directly related to the problems studied. This type of data is obtained directly from the source, the driver of Go-Jek.

The primary data collection techniques is with interview techniques and questionnaires. Mechanical testing of the instrument using validity and reliability test. Analysis of data using SPSSVer 20 to find the results of the normality test, multicollinearity, heteroscedasticity test, multiple linear regression, hypothesis testing (t test and f), coefficient determination and test the correlation between dimensions.

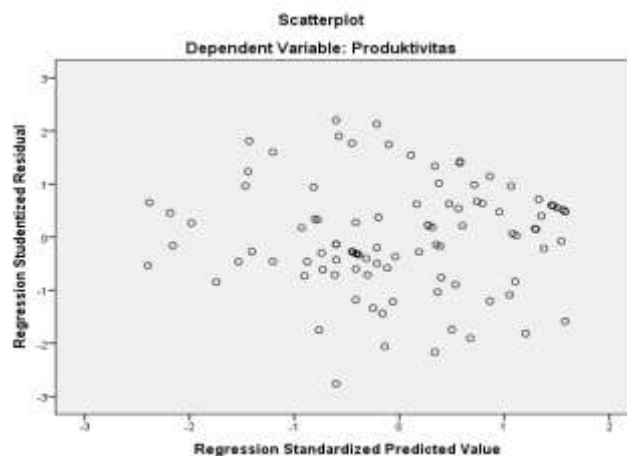
Data collection was carried out within a period of two months, the month of October-November 2015. Data collection was conducted in Jakarta by conducting interviews and questionnaires directly to the driver-driver Go-Jek operating in the Jakarta area. Data taken from 99 respondents who are Go-Jek driver of PT. Go-Jek Indonesia.

From processing the data using SPSS can be seen that the majority of respondents are as many as 97 men and 2 women. The number of respondents who have aged <25 years as many as 10 people (10.1%), 25-35 years as many as 40 people (40.4%), 36-45 years as many as 34 people (34.3%), and 46-50 years as many as 15 people (15.3%). Most Go-Jek drivers is the main occupation as many as 69 people (69.7%), driver of Go-Jek mostly new works between 1-5 months. This happens because the approach and dissemination of information to the base motorcycle occurred a few obstacles, and also the Go-Jek driver recruitment event on a large in 2015

organized by PT. Go-Jek Indonesia. Characteristics of respondents by more dominant high school education of 68 people (68.7%).

Validity test based on variable incentives (X_1) only a 7-point declaration is declared valid and can be used as a measurement variable. Variable job enthusiasm (X_2) only 9-point declaration is declared valid and can be used as a measurement variable. Productivity variable (Y) are all indicators of the productivity variable is declared valid to be used as a measurement variable. While the reliability test, with the value of Alpha Cronbach's overall variable incentive for 0.804, variable working spirit of 0.837, and variable labor productivity by 0.910 it can be said reliable in Rule Reliability Guilford & Frutcher because the value reliability > 0.6 the higher the coefficient of reliability, the more reliable measures.

In this research normality test by producing the Sig. Kolmogorov-Smirnov is 0.885, which means that $0.885 > 0.05$ then it can be assumed that the data has to meet the assumptions of normality. In multicollinearity test VIF variable incentive is 1.183, and the variable Job enthusiasm is 1.183, Everything < 10 so that there is no multicollinearity problems.



Picture 1. Scatterplot

Based on the picture above, it can be seen that the distribution of the data (in the form of small circles) spreads randomly. The random distribution happens both at the top zero or below zero on the vertical axis or the y-axis. It can be concluded that there is no heteroscedasticity.

IV. RESULT & DISCUSSION

The results of multiple linear regression were performed can be shown as where it appears in Table 1 as follows:

Table 1. Result of Multiple Linear Regression

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1.158	.454
	Incentive	.208	.093
	Job Enthusiasm	.516	.095
a. Dependent Variable: Productivity			

Source: Result of Processing Data (2015)

Based on the table can be written in the form of a multiple regression equation as follows:

$$Y = a + b_1 X_1 + b_2 X_2 = 1,158 + 0,208 X_1 + 0,516 X_2$$

Where :

Y = Productivity

b_1, b_2 = Regression Coefficient

X_1 = Incentive

X_2 = Job Enthusiasm

a = Constanta

In determination coefficient result

Table 2. Result of Determination Coefficient (R^2)

Model Summary ^b		
Model	R	R Square
1	.679	.461
a. Predictors: (Constant), Incentive, Job Enthusiasm		
b. Dependent Variable: Productivity		

Source: Result of Processing Data (2015)

The coefficient of determination (Rsquare) of 0.461, which means that the percentage contribution of the effect of variable incentives and Job enthusiasm to productivity by 46.1% while the rest influenced by other variables not included in this study. Another variable that can affect productivity, among others, work motivation (internal and external), compensation and employee benefits, the effectiveness of human resources, planning of career development, attitudes, skills, work environment, management capabilities, the company policy, government policy, and economic conditions.

In the hypothesis test (t test) the results of calculation of incentives that produce t calculation 2.240 > t table of 1.985 which means that the H₁ of the incentive effect on Go-Jek driver productivity is welcomed and effected positively. The results of calculations job enthusiasm produces t calculation 5.417 > t table of 1.985 which means that H₂ on job enthusiasm affects productivity of Go-Jek driver accepted and effected positively. At f test, calculated using the simultaneous test of 3.09 F table so F calculation (25.960) > F table (3.09) it can be concluded that the incentives and job enthusiasm variables jointly significant effect on the productivity of the Go-Jek driver.

The correlation between dimensions found the correlation coefficient between dimensions increase incentives of variable incentives with the dimensions of the timeliness of the variables were categorized fairly strong productivity, amounting to 0.424. The correlation coefficient between dimensions of the curious nature of variable dimensions Job enthusiasm with the ability to timeliness of the dimensions are categorized Productivity is strong enough, that is equal to 0.631.

Incentives influence on Productivity

The results of statistical analysis on the first hypothesis is found that the effect of incentives on work productivity Go-Jek driver in the PT. Go-Jek Indonesia received and positive for thitung > ttable. This is according to the research from Rhonda (2013) which states that the increase in incentives have a significant effect on work productivity. Referring to the results of the correlation between dimensions, increase incentives for punctuality in work quite dominant. It proves that the variable incentive is influenced on the timeliness of the driver of Go-Jek in resolving any duties in accordance with the statement of Ranupandojo opinion (1999) in Rudiansyah (2014: 5), employees get the opportunity to earn greater incentives, will encourage employees to strive more than ever. This proves that if the incentives had increased it will have an impact on employee productivity. Productive employees who will benefit the company.

In research Djula (2013: 2), Sarwoto (2000) explains that large incentives can be classified into two; material and non-material incentives. This study suggests that the incentive not only in the form of bonuses, commissions, profit sharing and social security. Incentives can also be non-material, namely giving the title (title) formally, awarding honors, awarding a plaque of appreciation and granting promotion or job title. The types of incentives can be used by PT. Go-Jek Indonesia as an alternative to the provision of incentives to drivers Go-Jek.

Job Enthusiasm Influence on Productivity

Based on the research hypothesis, job enthusiasm significant effect on work productivity of Go-Jek driver with $t_{test} > t_{table}$. This is according to research from Pangkey (2013) which states that the job enthusiasm effected positively on the work productivity. Referring to the results of the correlation between dimensions, it was found that the curious nature of Go-Jek driver dominant influence on the timeliness works driver Go-Jek. This proves that most respondents do all the good job is not easy to give up and keep trying to finish on time in accordance with research Putra, et. al (2013) Darmawan (2007) states that the high job enthusiasm of the employees are employees who can perform the work quickly and precisely. Meanwhile, low job enthusiasm can be seen from the work completed by the slow and there are many errors.

As for the other factors that can measure job enthusiasm in Suriastini (2013: 2) opinion and Jeidjracham Husna (2004), namely, discipline, attendance, cooperation and satisfaction. These factors can be used to view the person's high and low job enthusiasm. Opinion of Suriastini same as Siagian (2007) in Triyana (2014: 3437) which states that the job enthusiasm is the attitudes of individuals and groups against the entire working environment as well as seen in cooperation with others optimally in accordance with the best interests for the sake of the company. Improved job enthusiasm will affect whether or not the job is completed quickly, with their job enthusiasm can minimize absenteeism and reduce worker turnover.

Overall study results showed that there was a significant effect of incentives and job enthusiasm together to work productivity. It can be interpreted that the incentives provided by the company PT. Go-Jek Indonesia towards the driver Go-Jek give effect to the spirit of Go-Jek driver so that increase labor productivity of the Go-Jek driver's. On the results of the correlation between dimensions, dimensions variable incentive and job enthusiasm affect the dimensions of productivity of work in accordance with correlation between dimensions that result in that increase incentives affect the timeliness of work that will be produced by the Go-Jek driver either because they will be more eager and more industrious. Dimensions curious nature also affect the ability to complete tasks in a timely manner. This proves that the Go-Jek driver in performing their duties has always worked fine until it reaches the target. Go-Jek driver is not easy to give up and continue to try to succeed and complete all of their assignments.

Statistical analysis of the results obtained in the simultaneous hypothesis that there is a strong influence of incentives and job enthusiasm together to work productivity Go-Jek driver. In accordance with the coefficient of determination that the effect of incentives and job enthusiasm on work productivity by 46.1%. The rest is determined by other factors beyond the independent variables in this study, such as motivation (internal and external), attitudes, skills, work environment, management capabilities, the company policy, government policy and economic conditions.

In this study, explains that the company can focus on increasing incentives and start doing repairs on an increase in incentive provision procedure because it has been found to increase labor productivity Go-Jek driver. The provision of better incentives will encourage job enthusiasm and improve Go-Jek driver productivity. The more precise the large incentives will have an effect on improving the quality of work Go-Jek driver and getting them active in work it will affect the timeliness of their work.

The results of the overall study shows that there is a significant positive effect between incentives and job enthusiasm on work productivity of Go-Jek driver. It can be interpreted that the incentives provided by the company can affect the job enthusiasm and have a major impact on improving labor productivity of Go-Jek driver. The dimensions of the variable incentive and job enthusiasm affect the driver's dimensions work productivity Go-Jek.

Employee productivity is based on the analysis dertermination still influenced by other factors apart from Antiusme Incentives and Employment. Other factors that influence the productivity of employees of which are competence and motivation of employees. Competency and Employee Motivation also positive and significant impact on employee performance, either partially or simultaneously, Aima, Havidz and Hapzi, A., et al., 2017.

Besides, Work Motivation and Job Satisfaction positive and significant impact on Organizational Commitment and impact on Employee Performance / Employee, (Masydzulhak and Ali, H., et. Al., 2016).

Likewise, the results of other studies that Organizational Culture, Organizational Climate and Leadership Style positive and significant impact on Organizational Commitment, either partially or simultaneously and have a positive impact also on Employee Performance, (Nandan, Zulki, Ali, H.,).

V. CONCLUSION

From the result of the research, the conclusion are:

1. There is a strong influence among the incentives to work productivity driver Go-Jek Indonesia.
2. There is the influence of job enthusiasm on work productivity Go-Jek driver in the PT. Go-Jek Indonesia especially on the dimension of a curious nature. This illustrates that the driver will do a good job and decided to not give up and kept trying to accomplish a given task to completion and timely work in accordance with the correlation dimension of timeliness.
3. Together incentives and job enthusiasm had a significant influence on the increase in labor productivity of Go-Jek driver in the PT. Go-Jek Indonesia. But job enthusiasm is to have a dominant influence in comparison to the incentives in influencing the increase in labor productivity Go-Jek driver as a partner company PT. Go-Jek Indonesia.

The results of the overall study shows that there is a significant positive effect between incentives and job enthusiasm on work productivity Go-Jek driver. It can be interpreted that the incentives provided by the company can affect the job enthusiasm and have a major impact on improving labor productivity Go-Jek driver. The dimensions of the variable incentive and job enthusiasm affect the driver's dimensions work productivity Go-Jek.

VI. SUGGESTIONS

1. Companies need to create programs such as changes in the amount of incentives by changing the system of provision of incentives related to the target number of customer service to get incentives, granting a monthly bonus based on the acquisition of stars most each month, a reward for the driver who was celebrating a birthday, "Surprise incentive", in which companies can give you a surprise gift for drivers who successfully hit the target continuously for some time, evaluate and review the accuracy and smoothness of incentives by ensuring that every right incentives obtained Go-Jek driver timely and targeted, as well as the Go-Jek driver can earn incentives easily and not through complicated procedures, direct transfer to the account of each driver.
2. To further enhance and foster job enthusiasm Go-Jek driver sustainable companies need to do several things, including the view of the dimensions of the attitude / side view of the job retention, the company can make the Go-Jek driver feel that they do more than a job provide training to them regarding the development of a positive attitude. This training can be done by giving the driver of Go-Jek time to watch and discuss the video with the theme that inspires, referring to the preparation tasks, provide training thoroughly about "driving safety" and means of communication to potential customers, at work orientation, the company can form a team counseling for Go-Jek drivers. Giving time their freedom to complain and tell laments the Go-Jek drivers during the running of their activities as a driver.
3. To increase labor productivity through incentives and job enthusiasm together on the Go-Jek driver, companies need to conduct training, provide a point for the drivers who managed to do all the work load (Go-Ride, Go-Food, Go-Mart, and Go-Send), an increase in the sector briefing map and provide an alternative path for the Go-Jek driver so that they can make a strategy for more effective work.

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