FACTORS AFFECTING THE WELFARE OF ONLINE DRIVERS IN BANDAR LAMPUNG CITY

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Abstract

This study aims to identify the influence of online transportation factors and strategy factors on the welfare of online drivers in the city of Bandar Lampung. This study used quantitative methods using a sample of 100 respondents. The analysis techniques used in this study are validity tests and reliability tests, classical assumption tests, multiple liner regression tests, hypothesis tests and determination coefficient tests, data processed using the IBM SPSS 25 application (2023). Based on the results obtained in this study that online transportation has a positive and significant effect on driver welfare, strategies have a positive and significant effect on driver welfare. Then together online transportation and strategies have a positive and significant effect on the welfare of drivers. Online transportation and strategies can be an effective approach for drivers to meet their welfare. With increasingly fierce driver competition, this research can be a place for drivers to be able to fulfill their welfare.

Keywords: Ride-Hailing, Strategy, Driver Welfare

1. Introduction

This section describes the background to the issue or problem as well as the urgency and rationalization of the research. This section also describes the purpose and contribution of research and the organization of article writing (if deemed necessary).

Online transportation such as Go-jek, Grab, Maxim are applications that are included in the Transportaition Network Company (TNC). A transportation network company is a company that uses smartphones to connect customers with drivers. (Zakinah Nurul, 2019). Transportation companies have now made various new innovations to attract customer attention such as delivery services, food ordering services (Nurfadillah, N.D 2023.). This innovation makes the existence and of online transportation services increase by adding services for consumers, and has an impact by increasing income for drivers.

In addition, the emergence of online motorcycle taxis at first could not run well and was accepted by certain circles of society, who considered online motorcycle taxis to have destroyed or usurped the livelihood of base motorcycle taxis or public transportation (Hendrastomo, 2016). As a result, there are often clashes between base motorcycle taxis and online motorcycle taxis who are considered to have seized their livelihood land. The friction over innovation or new culture in the world of transportation extends to almost all regions in Indonesia. This conflict is based on jealousy felt by base motorcycle taxis who think that because of online motorcycle taxis, the income of base motorcycle taxis or public transportation has decreased (Anggraeni, 2019). Now many drivers from base motorcycle taxis decide to become online motorcycle taxis because they have realized that online motorcycle taxis are more promising than the income sector (Farida, 2019). Because online motorcycle taxis do not focus on the base so that consumers can order online motorcycle taxis anywhere and anytime (Dalimunthe &; Nofryanti, 2020), that is

what underlies the base ojek is now rarely found in big cities that can already access online motorcycle taxis.

In addition, ojek pop-up is a solution for the lower middle class to improve their economy. Online drivers use vehicles and android mobile phones as capital to earn income (Fakhriyah, 2020). Now online motorcycle taxis have become a fairly promising job and can be done by both men and women (Dwijayanti, 2021). With the rapid development of online transportation in Indonesia, especially in the city of Bandar Lampung, there is competition between online drivers. Drivers need to have a special strategy to be able to compete with other drivers because today many people have chosen to become drivers who are considered to have promising income and work flexibility (Arifin, 2018). The fact is that now online transportation is like mass transportation, now online transportation drivers can be easily found in various corners and city centers (Wardayana, 2018). This needs to be a concern for online transportation drivers related to competition between drivers.

Income is very influential on people's welfare. With the income received by the large community, it will have an impact on life, resulting in reduced poverty in an area (Arimawan &; Suwendra, 2022). With the level of welfare of the Indonesian people that is not evenly distributed in terms of economy (Sultan et al., 2023) Online drivers need to increase income through online motorcycle taxis. Online drivers themselves receive salaries on a daily scale according to the number of orders received. Therefore, they have to work every day to meet welfare in daily life. Self-welfare is the condition of a person who can meet his own needs and his family (Sukmasari, 2020).

Prosperity can be obtained by working hard, diligent, and behaving honestly. In addition, to achieve prosperity, strategies are needed in order to achieve prosperity more practically and efficiently. Especially the strategies applied by online drivers face intense competition in the digital era. Therefore, the author feels interested in discussing the title "Factors Affecting the Welfare of Online Drivers in Bandar Lampung City".

2. Theoretical Background

2.1 Welfare

Basically, humans are social creatures where humans will be interrelated with others. Prosperous conditions are usually associated with the term social welfare (*social welfare*) which refers to the fulfillment of material and non-material needs. (Midgley, 2000) means that social welfare can occur where there is a sense of security and happiness caused by the fulfillment of material and non-material elements, and humans get protection from things that can endanger their lives.

Based on Law No. 11 of 2009, concerning Social Welfare. In general, welfare can be concluded that society is in a prosperous state in a relatively good state. While welfare based on the economy is all forms of human conditions that can fulfill daily life individually and within the family or social sphere. Well-being can affect sharing aspects such as economic and emotional. Here are the elements included in welfare:

2.2 Material Elements

Material elements are approaches from a physical point of view so they are referred to as material needs. In this case, welfare needs to pay attention to material elements where these elements support the needs of life in general. Material elements can be clothing, food, and shelter. With the fulfillment of these three elements, it can be said to be prosperous or can be said to live a decent life (Wibowo, 2018) .

2.3 Elements Non Material

Nonmaterial elements can include inner and outer happiness, as well as inner well-being. The mental element has a very broad and complicated meaning. The mental element includes several aspects such as psychological, intellect, spiritual, and emotional. Therefore welfare can control or control nonmaterial elements (Zakinah Nurul, 2019).

Based on the Indonesia Macroeconomic Outlook (2009), a prosperous society is defined as a fully prosperous society not in the poor group does not experience hunger, is educated, enjoys education, can understand gender equality, and can use health facilities. Welfare can be measured through people's lifestyles, consumptive lifestyles, and in terms of income obtained by the community. To improve the welfare of the community, we must try and work as much as possible. Here are ways the government can improve welfare:

2.4 Infrastructure Development

Infrastructure is a very important foundation for improving welfare. With the continued implementation of development and accompanied by infrastructure maintenance such as road access, bridges, and other transportation facilities will be very influential in the economic sector. Transportation can support the trade of a region, with smooth transportation and adequate infrastructure, trade will be able to run effectively and benefit a region.

2.5 Natural Resources Management

Indonesia has a diversity of natural resources that can be used as a livelihood. Effective utilization of natural resources will support community welfare, natural resources that can be maximized by the community such as natural gas, tin, coal, gold, nickel and many others. In addition, Indonesia has fertile land so that it can be utilized in agriculture. Indonesia has a water area of 7.9 million km2 that can be utilized by the community.

2.6 Improvement of Human Resources

With the huge potential of natural resources, the government and the community need to maximize the handling of natural resources. Therefore, human resources are needed in handling natural resources. With skills and expertise to handle abundant natural resources will encourage work effectiveness and will indirectly be able to increase a country's economic income.

2.7 Previous Research

1) Prima Rizky Judhistira, Sri Abidah Suryaningsih (2022) "Grab Surabaya Driver Strategy in Improving Economic Welfare During the Covid Pandemic" concluded that the use of the strategy owned by each Grab driver in Surabaya can increase the income and welfare of Grab Surabaya drivers.
2) Fajar Hasani, Haqibul Mujib (2019) "Online Ojek Drivers in Improving Economic Welfare in Review from an Islamic Economic Perspective (Case Study on Grab Majenang Indigenous Group in Majenang District)" concluded that the use of strategies in online drivers has drastic results in improving the economy. With a good strategy and worthy of reprieval by not containing a retreat of fraud that can harm other parties which is strictly forbidden by Islam.

2.8 Thinking Framework
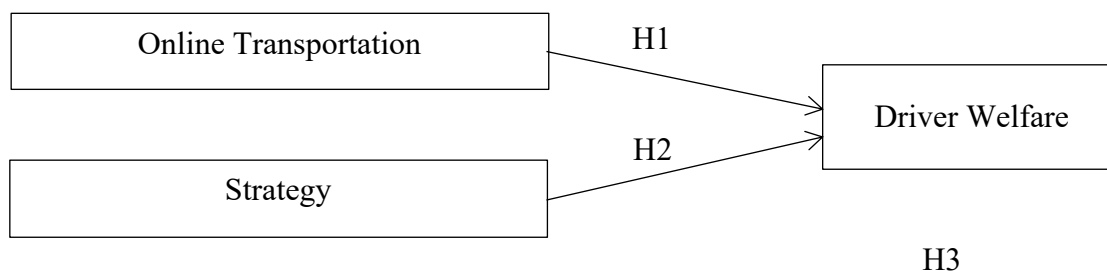
Figure 1. Thinking Framework

The hypotheses in this study are:
H1: Online transportation affects the welfare of drivers.
H2: Strategy affects driver welfare.
H3: Online transportation and strategies affect the welfare of drivers.

3. Methods

3.1 Type of Research

This research was conducted using a mixed method method, or combining two research methods simultaneously both quantitative and qualitative. Mixed method is intended to obtain more valid, reliable and objective data.

This research uses data collection techniques, namely based on field research. By directly plunging into the location object to perform data analysis or data collection needed for research materials.

3.2 Population and Sampe
3.2.1 Population

Population is a collection of objects to be studied. Which in it can provide information related to the research being studied. The population in this study is the online drivers of Bandar Lampung city. For the population used in this study amounted to 29000 online drivers in Bandar Lampung.

3.2.2 Samples

The sample is a small part of the research object selected by the researcher to be taken data from the results of questionnaires and interviews conducted by the researcher. Or sempel can be interpreted as the number of population to be studied. To calculate the sample used, researchers used the slovin formula to produce 100 drivers to be studied. Here is the slovin equation:

$$n = \frac{N}{1 + N(e)^2}$$

Information
N = Total population
n = Number of samples
e = Percentage error value (0.10)
3.2.3 Data Collection Techniques

In collecting data using fiel research techniques, namely data collection techniques by directly examining the conditions in the field on the object to be studied. Here are the steps used:

3.2.4 Literature survey
That is by obtaining data from sharing sources such as from books, journals, theses, and through internet media to expand references in obtaining data for research materials.

3.2.5 Field Research
This research is qualitative research, namely by obtaining data based on a field phenomenon and tends to use analysis. This research was carried out directly to obtain data.

3.2.6 Interview
Interviews can be conducted by asking questions to the object of research directly. With this technique, the author will be able to obtain direct answer data related to the research being studied.

3.2.7 Questionnaire
Questionnaire is a data collection technique by disseminating a statement or question addressed to respondents. Then the data from the questionnaire results can be processed by the researcher. In managing the data, researchers use SPSS in data processing.

3.2.8 Documentation
Documentation can be authentic evidence that the author really did this research. Documentation can be drawings, writing.

3.2.9 Data Analysis Techniques
Is a process carried out to sort the data to be divided to be able to categorize the patterns to be used according to their order. The stages in this data analysis were carried out using validity and reliability tests, classical assumption tests, multiple liner regression tests, hypothesis tests and data determination coefficient tests processed using the IBM SPSS 25 application (2023).

4. Results and Discussion
4.1 Strategy Driver Online
Each online driver has his own strategy to be able to get orders and to increase income based on the results of interviews there are several strategies commonly done by online drivers such as:
1) Time management
   With good time management online drivers can generate more income, good time management in this strategy is to leave early and leave late.
2) Moving places
   Moving places is a strategy to attract orders from passengers. Online drivers need to move to a more strategic place, this is done because in a strategic place, the opportunity to get orders will be greater.

3) Maximizing corporate incentive bonuses

In this case, online transportation companies often provide incentives to drivers by completing missions carried out by the company such as achieving predetermined orders.

4) Offers offline services

This strategy is usually done by online drivers to get regular passengers by offering ojek services. So that passengers do not need to order through the application and can directly contact the driver.

5) Providing the best service

This strategy can support the performance of online divers in the application. With good service and satisfied passengers, passengers are happy to give 5 stars to drivers. 5 stars are useful for drivers in getting orders. With good driver performance in the application, it will support the orders received.

4.2 Tabulation Data

Tabulation data is the placement of data on a research variable in each table. Tabulated data in this study came from the results of questionnaires that have been distributed by researchers. Here are the tabulated data in this study:

Table 1. Tabulation X1

No	Item	5		4		3		2		1		Skor
		F	%	F	%	F	%	F	%	F	%	
1	X1.1	7	7%	16	16%	42	42%	20	20%	15	15%	280
2	X1.2	45	45%	40	40%	7	7%	2	2%	6	6%	416
3	X1.3	14	14%	39	39%	38	38%	2	2%	7	7%	351
4	X1.4	42	42%	37	37%	14	14%	2	2%	5	7%	409
5	X1.5	32	32%	44	44%	15	15%	5	5%	4	4%	395

Table 2. Tabulation X2

No	Item	5		4		3		2		1		Skor
		F	%	F	%	F	%	F	%	F	%	
1	X2.1	31	31%	51	51%	11	11%	2	2%	5	5%	401
2	X2.2	26	26%	42	42%	23	23%	3	3%	6	6%	379
3	X2.3	31	31%	51	51%	11	11%	2	2%	5	5%	401
4	X2.4	21	21%	43	43%	25	25%	4	4%	7	7%	367
5	X2.5	50	50%	37	37%	7	7%	0		6		425

Table 3. Y Tabulation

No	Item	5		4		3		2		1		Skor
		F	%	F	%	F	%	F	%	F	%	
1	Y1.1	29	29%	38	38%	25	25%	2	2%	6	6%	382
2	Y1.2	23	23%	46	46%	24	24%	3	3%	4	4%	381
3	Y1.3	38	38%	43	43%	12	12%	4	4%	3	3%	409
4	Y1.4	12	12%	29	29%	44	44%	9	9%	6	6%	332
5	Y1.5	36	36%	42	42%	16	16%	2	2%	4	4%	404

4.3 Validity Test and Reliability Test

4.3.1 Validity Test

Conducted to determine the validity of a questionnaire in research . The following are the results of the validity test of this study

Table 4. Validity Test

Variabel	Item Pertanyaan	r hitung	r tabel	keterangan
Transportasi Online X1	X1.1	0,460	0,1966	Valid
	X1.2	0,796	0,1966	Valid
	X1.3	0,763	0,1966	Valid
	X1.4	0,846	0,1966	Valid
	X1.5	0,763	0,1966	Valid
Strategi X2	X2.1	0,843	0,1966	Valid
	X2.2	0,853	0,1966	Valid
	X2.3	0,819	0,1966	Valid
	X2.4	0,780	0,1966	Valid
	X2.5	0,900	0,1966	Valid
Kesejahteraan Y	Y1.1	0,867	0,1966	Valid
	Y1.2	0,816	0,1966	Valid
	Y1.3	0,852	0,1966	Valid
	Y1.4	0,769	0,1966	Valid
	Y1.5	0,866	0,1966	Valid

Based on the validity test using 100 respondents, it can be seen that the online transportation question items (X1), strategy (X2) and welfare (Y) have r values calculated > r tables, so from these results the question items X1, X2, and Y are valid.

4.3.2 Reliability Test

A reliable questionnaire is one that has a Cronbach's alpha value greater than 0.60 (>0.60). Here are the results of the reliability test in this study

Table 5. Reliability Test

Variabel	Cronbach's Alpha	Reability
X1	0,770	Reliabel
X2	0,894	Reliabel
Y	0,890	Reliabel

Based on the results in the table above, Cronbach's alpha value of all variables has a value of >0.60. Therefore, it can be said that the question item is declared reliable

4.4 Test Classical Assumptions

To continue the test of further data analysis, the classical assumption test is used to ensure that the processed data has a normal distribution, no multicollinearity, and symptoms of heteroscedasticity.

4.4.1 Normality Test

Serves to see the data under study is normally distributed or not. Here are the results of the data normality test in this study.

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.15002038
Most Extreme Differences	Absolute		.048
	Positive		.032
	Negative		-.048
Test Statistic			.048
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.837
	99% Confidence Interval	Lower Bound	.828
		Upper Bound	.847

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

From the table above, it can be found that the results of the normality test have a significant value of $0.20 > 0.05$, so it is known that the residual value is normally distributed. By this can be interpreted the assumption of normality is fulfilled.

4.4.2 Multicollinearity Test

Multicollinearity tests are carried out to review whether there are independent variables that have correlations between other independent variables in the same module. If the VIF value < 10, it is stated that multicollinearity does not occur.

Table 7. Multicollinearity Test

|		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.960	1.121		1.749	.084		
	X1	.201	.094	.183	2.131	.036	.375	2.665
	X2	.681	.083	.704	8.208	<,001	.375	2.665

a. Dependent Variable: Y

Based on the results shown in the table, it shows that online transportation (X1) and strategy (X2) get a tolerance value above 0.1 and the value of VIF variable X1 is 2.665 and VIF value X2 is 2.665. Because both variables produce a VIF value lower than 10 and get a tolerance value above 0.1, it means that there are no symptoms of multipolarity.

4.4.3 Heteroskedasticity Test

The heteroskedasticity Test is performed to see if there are any regression model inequalities from one observation to another.
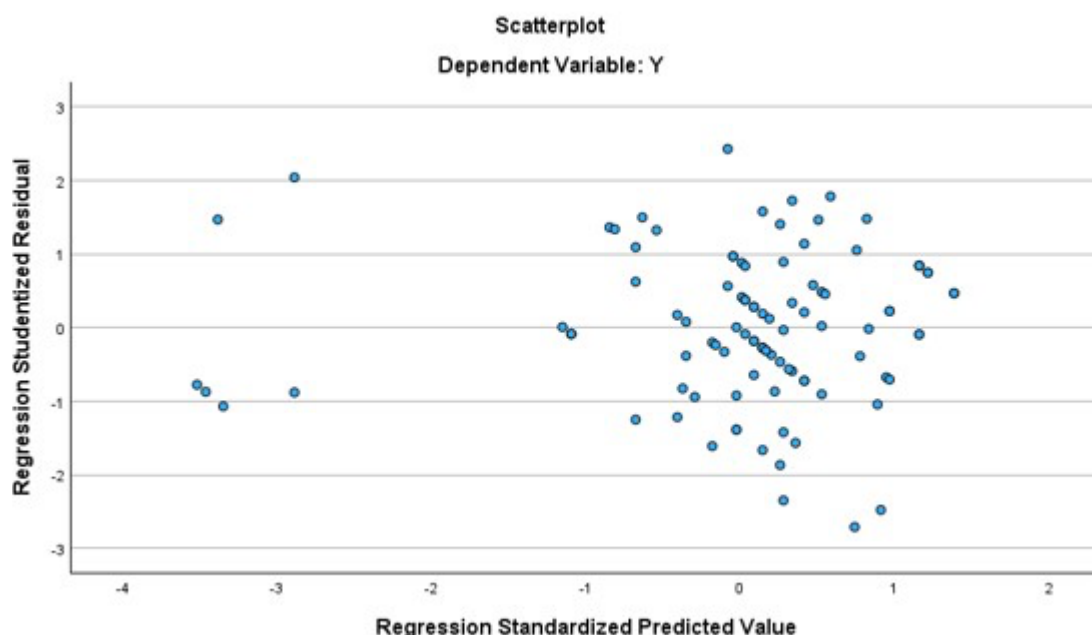
Figure 2. Heteroskedasticity Test

Based on the results of the heterokedity test, it shows that the spread of points is not patterned. This shows that the data can be expressed as homoscedity.

4.5 Multiple Linear Regression
Used to measure the effect of each dependent (independent) variable on the independent (bound) variable. Well-being (X1) and Strategy (X2) are dependent variables, and driver well-being (Y) is the independent variable. Here are the processed data.

Table 9. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.960	1.121		1.749	.084		
	X1	.201	.094	.183	2.131	.036	.375	2.665
	X2	.681	.083	.704	8.208	<,001	.375	2.665

a. Dependent Variable: Y

From the table above obtained these values:
1) Constant 1.960
2) ride-hailing = 0.201
3) strategy = 0.681
From the results above, it is included in a multiple linear regression equation to produce the following equation: Y = 1.960 + 0.201(X1) + 0.68(X2) from the results of the following regression equation, it is known that the value of the constant 1.960 is said

if the value of the independent variable is considered constant, the welfare of online drivers in the city of Bandar Lampung can increase. X1 0.201 has a positive relationship that shows if online transportation increases, it is followed by an increase in driver welfare by 0.201 assuming other variables are said to be constant. X2 of 0.681 has a positive relationship which shows that if online transportation increases, it is followed by an increase in driver welfare by 0.681 assuming other variables are said to be constant.

4.6 Hypothesis Test Results
4.6.1 Partial Test (t Test)
    Used to see the influence of each variable X1 and X2 on variable Y. t test is done by comparing T table against research with dr = n-k-1 so as to get the value of t table = 1.984 and the level of significance a = 0.05. Here are the results of the t test:
Table 10. t Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.960	1.121		1.749	.084		
	X1	.201	.094	.183	2.131	.036	.375	2.665
	X2	.681	.083	.704	8.208	<.001	.375	2.665

a. Dependent Variable: Y

    From the table above can be concluded:
1. From the results of the Online Transportation t test (X1) it is explained that t count > t table 2.131 > 1.984 which has an indication of H1 is accepted. Dengam has a significant value of 0.036 < 0.05 which explains that partially Online Transportation has a positive and significant effect on driver welfare.
2. From the results of the Strategy t test (X2) it is explained that t count > t table 8.208> 1.984 which has an indication of H2 is accepted. Dengam has a significant value of 0.001 < 0.05 which explains that partially the Strategy has a positive and significant effect on driver welfare.

4.6.2 Simultaneous Test (Statistical Test f)
    The F test is performed to determine whether the independent variable affects the dependent variable as a whole.
Table 11. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1251.724	2	625.862	132.657	<.001[b]
	Residual	457.636	97	4.718		
	Total	1709.360	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

    Provided that the result of the significant value is below 0.05 and the value of f is calculated > f table 132.657>3.09. which indicates that there is an influence between the

Online Transportation variable (X1) and Strategy (X2) on the Welfare variable (Y). can be interpreted that H3 is accepted.

4.6.3 Determination Coefficient Test
    Used to see how well a regression model can explain a dependent variable. It can be described in the following table:

Table 12. Determination Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856[a]	.732	.727	2.17207

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

    From the results above, it is known that the value of R2 (R Square) is 0.732. From this value, the independent variable contribution can be 0.732 or 73.2%. It can be interpreted that the welfare variable is influenced by online transportation variables and strategy variables by 73.2% while the remaining 26.8% is explained in other variables that are not discussed in the study.

5. Conclusion
    The conclusion contains a brief summary of the research results and a discussion that answers the research objectives.
    Based on the results of the research that has been done, several conclusions are drawn as follows:
1) The Online Transportation Variable (X1) provides positive and significant results on the welfare of online drivers, meaning that online transportation is a decent job for the lower middle class to be able to earn income and achieve welfare.
2) Strategy Variable (X2) has a positive and significant effect on the well-being of online drivers. This shows that online drivers need a strategy to be able to increase the number of orders. With the implementation of a good strategy, online drivers are believed to be able to fulfill their welfare.
3) Simultaneously, the variables Online Transportation (X1) and Welfare (X2) have a positive and significant attachment to the welfare of online drivers (Y) in Bandar Lampung
    Based on the results of the research above, researchers have suggestions that online drivers should need to pay attention to strategies in finding orders, these strategies can be in the form of time management, moving places, offering offline services, and providing the best service. Based on the research that has been carried out, the strategies mentioned above are able to improve the welfare of drivers in the city of Bandar Lampung.

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