

Sharing Economy: Perception of Drivers for Online Transportation Gojek

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Abstract: Sharing Economy is an economic-technological phenomenon that is driven by the development of information and communication technology for sharing related to socioeconomics that includes goods and services. One of the transportation service companies in Indonesia that uses the concept of sharing economy is GOJEK. This study aims to determine internal motivation and external motivation that affect one's intention to become a GOJEK driver in Batam City. Internal motivation is measured by perceived attitude, perceived enjoyment, perceived sustainability, and external motivation is measured by the perceived economic benefits and perceived reputation. Measurement of variables was adopted from Hamari's study (2015). This study uses a questionnaire distributed to GOJEK drivers for 1 month with a sample of 130 drivers. The results found, first internal motivation, perceived attitude and perceived enjoyment have positive effect on intention, while the perceived sustainability has no effect. Second, external motivation, economic benefits and reputation has a positive effect on the intention to become a GOJEK driver.

1 INTRODUCTION


The transportation services industry is growing and developing rapidly in accordance with technological developments. Transportation and warehousing services contributed to the Gross Domestic Product (GDP) of Rp 797.3 trillion or 5.37% of GDP valued at Rp 14,837.36 trillion in 2018.1 Growth in transportation services increased due to the increasing population in an area. This is what requires businesses in the transportation sector to meet the needs of the community for transportation services with more effective and innovative services.

Initially, transportation service companies used the concept of owning economy. Owning Economy is a concept in which a company has its own supply of assets to run its business well. Transportation service companies with the concept of owning economy such as Blue Bird, Express, and Silver Cab have their own cars, drivers and bases to meet the needs of the community.

Over time, new business models related to transportation have sprung up in the world. The

business operates on the concept of sharing economy or collaborative consumption where people offer and share resources owned by community-based online services (Cohen & Kietzmann, 2014). Sharing Economy is an economic-technological phenomenon that is driven by the development of information and communication technology for sharing socio-economic related matters including goods and services (Cohen & Kietzmann, 2014). Sharing Economy generally refers to the phenomenon of changing assets that are not used by individuals into productive resources that can generate income (Wallsten, 2015).

One of the transportation service companies in Indonesia that uses the concept of sharing economy is GOJEK. The arrival of the GOJEK ridesharing application as an online transportation service shook the local motorcycle industry in early 2015 (Mechthild, 2017). GOJEK does not only provide shuttle services, but also various services such as gofood, gomart, gobill, gomassage, gosend, goshop, gopulsa and other services. The GOJEK application

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can be downloaded for free via iOS and Android smartphones.

The presence of GOJEK has greatly helped the economy of the Indonesian people, especially the city of Batam, in getting extra income (part time). GOJEK provides an opportunity to Batam city community who have motorbikes and cars to become GOJEK drivers as jobs. Over time, GOJEK drivers in Batam City are no longer looking for additional income (part time), but have become full time jobs. The income offered can be higher than the Batam City Minimum Wage because GOJEK drivers can manage how many orders, points, and bonuses are generated every day.

Research related to sharing economy on online transportation has been conducted by Hamari, Sjöklint, & Ukkonen (2015). The study examined why individuals participated in collaborative consumption. The research was conducted in Finland. The sample in this study were 168 users registered at Sharetribe. Sharetribe Ltd is a non-profit social company registered in Finland. The dependent variable is the intention to participate in collaborative consumption, while the independent variable is the perception of attitude, perception of enjoyment, perception of sustainability, perception of economic benefits and perception of reputation. The results show that perception, enjoyment perception and perception of economy benefit have a significant positive effect on the intention to participate, whereas perceived ability and perception of reputation have no influence on the intention to participate in collaborative consumption or sharing economy.

This research is a replication of Hamari, Sjöklint & Ukkonen (2015) research. The difference between this research and Hamari, Sjöklint, & Ukkonen (2015) is that the sample used is the GOJEK driver registered at the GOJEK company in Batam. This research is important because research that has been done in Indonesia only focuses on the perspective of GOJEK customers, while this research focuses on the perspective of GOJEK drivers who contribute to sharing economy.

The purpose of this study firstly, to analyze the internal motivations that influence a person to be a GOJEK driver in Batam City. Secondly, to analyze the external motivations that influence someone to be a GOJEK driver in Batam City.

Research has benefits in theory and practice. The benefits of the theory in this study are: firstly, proving the concept of sharing economy. Secondly, it provides information regarding factors that influence a person to become a GOJEK driver. The benefit of practice in this research is to assist GOJEK companies in providing background related

information from GOJEK drivers. Researchers impose limits on GOJEK drivers, those drivers who use two-wheeled vehicles and have been registered in GOJEK Batam city for a minimum of 6 months. This research uses a 5 point Likert scale questionnaire instrument.

2 LITERATURE REVIEW AND HYPOTHESIS

2.1 Sharing Economy, Self Determination, Planned Behaviour, and Job Satisfaction Theory

Sharing economy describes the collaborative consumption that comes from sharing, exchanging, and renting goods or services without owning them (Choi, Lee, & Woo, 2014). The concept of collaborative consumption was created by Felson & Spaeth (1978) which refers to the conditions in which individuals consume goods or services together. Collaborative consumption is not a new fundamental concept, but since the advent of sharing economy this concept has become a topic that is often discussed (Henten & Windekilde, 2016). Sharing economy describes the type of business model that is built based on the division of resources between individuals through peer-2-peer services where customers to access goods when needed.

The theory of self-determination by Ryan & Deci (1985) argues that motivation can be distinguished as intrinsic or extrinsic. Intrinsic motivation arises from intrinsic value such as enjoyment related to the activities provided, while extrinsic motivation is related to external pressures, such as reputation and monetary gain. According to Lindenberg (2001), there are two types of intrinsic motivation: enjoyment comes from the activity itself and values come from the right behavior with the norm. Enjoying an activity or obtaining economic benefits through the activity is not directly influenced by the opinions of others, while reputation and conformity with norms are influenced by the opinions of others.

The theory of planned behavior is a theory that arises because of an intention to behave, the theory explains or controls individual behavior (Ajzen, 1991). Individual intentions for behavior consider three factors, namely attitude behavior, subjective norms and perceptions of self-control (Ajzen, 2005)

Job satisfaction is a positive feeling related to the results of the work done by evaluating the characteristics of the job. Job satisfaction is not only

about the conditions of work but also the personality of the worker. Individuals with high levels of job satisfaction have positive feelings about their work, while individuals with low levels have negative feelings (Robbinsq & Judge, 2013). Job satisfaction is an individual because each individual has different levels of satisfaction according to the perceptions of each individual. The higher the aspects of work that are in accordance with individual expectations, the higher the level of satisfaction felt.

2.2 Hypothesis Development

Several studies on sharing economy have been carried out, including Hamari, Sjöklint, & Ukkonen (2015) examining why a person participates in collaborative consumption. The study was conducted in Finland with the sample used was a registered user from the Sharetribe service who was recruited through the official Sharetribe e-mail bulletin of 178 respondents. The study was a qualitative study using a Likert scale 7 questionnaire instrument. The research explores internal motivation and external motivation that influence one's intention to participate in collaborative consumption. Intrinsic motivation such as sustainability, enjoyment and extrinsic motivation such as economic benefits and reputation. The results show: first, sustainability does not affect the intention to participate in collaborative consumption. Second, Enjoyment affects the intention towards collaborative consumption. Third, economic benefits have a positive effect on the intention to participate in collaborative consumption. Fourth, reputation does not affect the intention to participate in consumptive collaborative.

Lee, Chan, Balaji, & Chong (2015), tested the inhibiting, motivational and technological factors that influence one's interest in participating in the sharing economy. The research uses an online survey by sending participation invitations to UBER drivers in Hong Kong through a marketing research company. The study collected 319 respondents but 24 respondents did not answer completely so the last sample was 295 respondents. The study used a Likert scale 7th questionnaire as a data collection tool. The study uses a partial least squares (PLS) measurement model. The dependent variable of the study is the intention to participate in the sharing economy. The independent variable is low risk, information quality, trust in the platform, enjoyment and economic benefits. Result of the research shows that low risk, information quality, trust in the platform, enjoyment and economic benefits alone influence the intention to participate in the sharing economy.

Valente, Patrus, & Guimaraes (2019) analyze why individuals participate in sharing economy by becoming UBER drivers. Samples in the study were 20 UBER drivers in the city of Belo Horizonte, Brazil. This study uses interview instruments and is further explained through descriptive analysis. The result is that individuals contribute to sharing economy by becoming UBER drivers because of the economic crisis, unemployment, seeking additional income and flexibility time. The research proves that contributing to the sharing economy greatly reduces unemployment and earns more income from previous employment.

Kim, Yoon, & Zo (2015) in their research analyzed the factors influencing interest in participating in sharing economy. The study used a survey in the form of an online questionnaire on the Amazon Mechanical Turk. The dependent variable in the study is intention to participate in the sharing economy. The independent variables are trust, perceived risk, reputation, perceived social, perceived benevolence, advantages, economic benefits, social benefits. The results of this study indicate that trust, perceived risk, reputation, perceived social, perceived benevolence, advantages, economic benefits, social benefits have a positive effect on the intention (intention) to participate in sharing economy.

Bocker & Meelen (2017) also examined the motivation of users and service providers to participate in the sharing economy. The research was conducted in the city of Amsterdam, the Netherlands. The study surveyed 1330 people online via e-mail. The research divides into three motivations that influence participation in sharing economy, namely economic, social and environmental. Indicators of sharing economy in the study are cars, motorcycles, accommodation, equipment and food. The result is that the economic motivations of younger and lower-income groups are more economically motivated to use and provide shared assets. High-income and higher-educated groups are less socially motivated to participate in the sharing economy. Women's groups are influenced by environmental motivation to participate in the sharing economy, especially for sharing cars and travel.

Daunoriene, Draksaite, Snieska, & Valodkiene (2015) evaluate the level of accuracy of the key sustainability of sustainability in the sharing economy business model. The study sample was employees at peer-to-peer companies in Lithuania. Sustainability in sharing economy is measured using economic, environmental, social and technological perspectives. Measurements are given values of 1 (critical), 2 (bad), 3 (highly unsatisfactory), 4 (satisfactory -), 5

(satisfactory), 6 (satisfactory +), 7 (highly satisfactory), 8 (good), 9 (vibrant). A value of 1-3 is called poor practice, a value of 4-6 is called the mid point, a value of 7-9 is called a high level of sustainability. The results show that employees in peer-to-peer companies have economic, environmental, social and technological sustainability at the mid point level in the business sharing economy.

Tussyadiah (2014) examined the motivational factors that encourage and inhibit collaborative consumption in transportation and tourism services. The study conducted a survey of 754 adults enrolled on Airbnb in the United States. Out of 754 people, only 155 have been drivers in peer-to-peer services. The dependent variable in the study is the intention to participate in collaborative consumption. The independent variables are community, sustainability, and economic benefits. The results of this research community, sustainability, and economic benefits affect the intention of individuals to participate in collaborative consumption. The highest motivation is the economic benefit. Hawlitschek, Teubner, &

Gimpel (2016) examined the motivation and inhibitors of individuals participating in the sharing economy. The study conducted two surveys, namely to peer-to-peer corporate drivers and customers. The dependent variable of the study is the intention to contribute to the sharing economy. Independent variables are anti-capitalism (anti-capitalism), burden of ownership, effort of expectation, enjoyment, hedonic motivation, income, independence, independence knowledge (knowledge), lack of trust (lack of trust), modern lifestyle (modern lifestyle), prestige (ownership), privacy (privacy), risk (risk), product variation (product variety), quality (quality), scarcity of resources (resource scarcity), sense of ownership (sense of belonging), social experience (social experience), social influence (social influence), substitution (substitutability), sustainability (sustainability), saving (thriftiness), availability everywhere (ubiquitous availability), and uniqueness. The results from the perspective of drivers are only anti-capitalism and ubiquitous availability whose results do not affect the intention to participate, while other independent variables influence the intention to participate in sharing economy. The results of the customer perspective are only income, prestige of ownership and ubiquitous availability which do not affect the intention to participate in sharing economy, while other independent variables affect the intention to participate in sharing economy. Sung, Kim, & Lee (2018) examine the sustainability that is obtained by

users and providers in the sharing economy. The study distributed questionnaires in South Korea with a sample of 322 Airbnb customers and 100 Airbnb producers. This study examines the effect of economic, enjoyment, social, network, and intention to use on attitudes independently. The results show, in the user perspective only enjoyment, network and attitude that affect the independent variable. In the provider perspective only enjoyment does not affect the independent variable, other variables have an influence on the independent variable.

Yang & Ahn (2016) analyzed the relationship between motivation, security perceptions, attitudes, and loyalty to the intention to participate in the sharing economy, especially Airbnb. The study was conducted by distributing questionnaires in South Korea with a total sample of 294 people. Motivation is divided into four perspectives, namely economic benefits, enjoyment, reputation and sustainability. The results of this study indicate that motivation, security perceptions, attitudes, and loyalty have a positive effect on intention to contribute to Airbnb.

Based on previous research, the main determinant of a person's behavior in carrying out an activity or job is attitude (Ajzen, 1991). Perception of attitude in this study means people's thoughts or feelings about GOJEK.

Job satisfaction theory states that there is a positive feeling of work done by evaluating the characteristics of the job. The more individuals enjoy doing their work, the results obtained will be in line with expectations. Enjoyment is an important factor in sharing activities (Nov, Naaman, & Ye, 2009).

Sustainability is connected to the long-term conditions that individuals want to do a job or activity. Sharing economy will contribute to reducing excessive consumerism and minimizing the use of resources. Sharing economy can solve problems such as pollution and excessive use of energy.

Economic benefits are an important factor for individuals to do a job. Basically every job is carried out by individuals to get income and economic benefits such as savings. Cost saving is the most important factor in sharing economy. Driver GOJEK can save operational costs by sharing the vehicle with passengers. In addition to saving costs, financial benefits become a major factor in sharing economy because revenue is based on the number of orders each day so that drivers can determine the expected revenue target. Job satisfaction theory suggests that the higher the aspects of work in accordance with individual expectations, the higher the level of satisfaction felt.

Reputation can be judged by the good or bad reputation of the company. GOJEK company has a good reputation nowadays with its quality of service. A good reputation will also have a good impact on the elements that contribute to the company. A good reputation will have an impact on increasing the quantity and quality of a company.

Based on these explanations, the hypothesis can be formulated as follows:

H₁: Perception of attitude has a positive effect on intention to become a GOJEK driver

H₂: Perception of enjoyment has a positive effect on the intention to be a GOJEK driver

H₃: Perception of sustainability has a positive effect on the intention to be a GOJEK driver

H₄: Perception of economy benefit has a positive effect on the intention to be a GOJEK driver

H₅: Perception of reputation has a positive effect on the intention to be a GOJEK driver

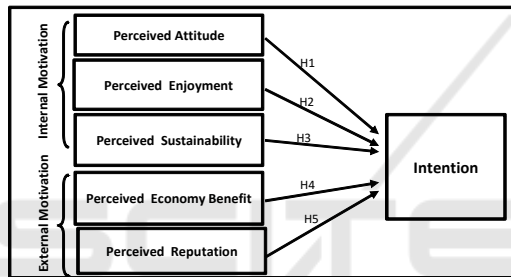


Figure 1. Research Model.

3 RESEARCH METHOD

The technique used in sampling is non-probability sampling that is purposive sampling, the sample is based on specific criteria, namely: First, the GOJEK Driver for two-wheeled vehicles. Second, registered in GOJEK Batam city for a minimum of 6 months. Third, it operates in the city of Batam. Fourth, GOJEK drivers are the main work (full time).

Data collection techniques using a questionnaire (questionnaire) that will be distributed to GOJEK drivers in Batam. Distribution is done accidentally where questionnaires can be given to GOJEK drivers who accidentally / incidentally meet with researchers. Distribution of questionnaires to drivers is done within 30 days.

Basic decision making in regression analysis can be seen from the significance value, i.e., if the significance value > 0.05 then there is no influence of the independent variables on the dependent variable. Conversely, if the significance value < 0.05 then there

is the influence of the independent variables on the dependent variable.

The object of research used in this study is the two-wheeled GOJEK drivers who have been registered in Batam city GOJEK for at least 6 months. The sample taken is a sample selected using predetermined criteria. The number of samples used in this study can be seen in the following table

Table 1. Data Characteristics.

Description	Amount
Questionnaires distributed on week 1	40
Incomplete questionnaires	-5
Questionnaires distributed on week 1	45
Incomplete questionnaires	-2
Questionnaires distributed on week 1	34
Incomplete questionnaires	0
Questionnaires distributed on week 1	35
Incomplete questionnaires	-2
Number of samples (n) that matches the criteria	145
Outlier	-15
Number of samples (n) used	130

Source: Primary Data Processed (2020)

Population data used in this study are GOJEK drivers registered in Batam City. The sample in this study was selected using the criteria that GOJEK drivers have been registered for at least 6 months and are full time jobs. The method of data collection was conducted within a period of 1 month from 19 November 2019 to 19 December 2019. The total sample that met the specified criteria amounted to 145 respondents, while the outlier data totaled 15 respondents.

4 RESULTS AND DISCUSSION

Validity test is done to measure the validity of a cookie detector. A questionnaire is said to be valid if the questions on the questionnaire are able to express something that will be measured by the questionnaire (Ghazali, 2013). The results of the validity tests can be seen in the following table:

Table 2. Validity Test Result.

Variable	Item	r	r-table	Conclusion
Intention	Item 1	0.895	0.306	Valid
	Item 2	0.854	0.306	Valid
	Item 3	0.935	0.306	Valid
	Item 4	0.932	0.306	Valid
Attitude	Item 1	0.846	0.306	Valid

	Item 2	0.790	0.306	Valid
	Item 3	0.648	0.306	Valid
	Item 4	0.720	0.306	Valid
	Item 5	0.684	0.306	Valid
Enjoyment	Item 1	0.859	0.306	Valid
	Item 2	0.884	0.306	Valid
	Item 3	0.882	0.306	Valid
	Item 4	0.882	0.306	Valid
	Item 5	0.864	0.306	Valid
Sustainability	Item 1	0.878	0.306	Valid
	Item 2	0.847	0.306	Valid
	Item 3	0.727	0.306	Valid
	Item 4	0.536	0.306	Valid
Economy Benefit	Item 1	0.788	0.306	Valid
	Item 2	0.823	0.306	Valid
	Item 3	0.758	0.306	Valid
	Item 4	0.806	0.306	Valid
	Item 5	0.767	0.306	Valid
Reputation	Item 1	0.649	0.306	Valid
	Item 2	0.745	0.306	Valid
	Item 3	0.640	0.306	Valid
	Item 4	0.719	0.306	Valid

Source: Primary Data Processed (2020)

Reliability test is used to find out whether the questionnaire question indicators used are reliable or reliable as a variable measurement tool. Reliability testing of all question items was carried out using the Cronbach-alpha statistical test. A research instrument can be declared reliable if the reliability coefficient (cronbach-alpha value) is greater than 0.70 (Ghazali, 2013). The results of the reliability tests can be seen in the following table:

Table 3. Reliability Test Result.

Variable	Total Item	Alpha - Cronbach	Cut off Alpha - Cronbach	Conclusion
Intention	4	0.924	0.700	Reliable
Enjoyment	5	0.766	0.700	Reliable
Sustainability	4	0.918	0.700	Reliable
Economy Benefit	4	0.749	0.700	Reliable
Reputation	4	0.833	0.700	Reliable

Source: Primary Data Processed (2020)

Descriptive statistical analysis is used to provide an overview of data seen from the mean, maximum, minimum, and standard deviation based on the questionnaire answer data from GOJEK drivers. The scale used is a 5-point Likert scale, namely: 1) Strongly Disagree (STS); 2) Disagree (TS); 3)

Disagree (KS); 4) Agree (S); and 5) Strongly Agree (SS). Before being tested, the researcher examined the outlier data from the answers from the GOJEK drivers and the results of the data were free from the outlier data. The average respondent's answer is above scale 3. The results of the descriptive statistical analysis can be seen in the following table:

Table 4. Descriptive Statistics.

Item	Mean	Std. Dev
Intention_1	4.692	0.526
Intention_2	4.692	0.526
Intention_3	4.683	0.529
Intention_4	4.582	0.645
Attitude_1	4.651	0.633
Attitude_2	4.762	0.428
Attitude_3	4.751	0.471
Attitude_4	4.583	0.725
Attitude_5	4.682	0.574
Enjoyment_1	4.702	0.538
Enjoyment_2	4.692	0.555
Enjoyment_3	4.651	0.567
Enjoyment_4	4.584	0.656
Enjoyment_5	4.573	0.658
Sustainability_1	3.223	0.909
Sustainability_2	3.242	0.888
Sustainability_3	3.251	0.883
Sustainability_4	3.584	0.834
Econfit_1	4.104	0.905
Econfit_2	4.622	0.589
Econfit_3	4.223	1.004
Econfit_4	4.092	1.045
Econfit_5	4.761	0.428
Reputation_1	4.762	4.403
Reputation_2	4.821	0.355
Reputation_3	4.851	0.355
Reputation_4	4.853	0.355

Source: Primary Data Processed (2020)

Table 5. Hypothesis Test Results

Model	Unstand-Coef.B	R-Squared	t-stac	Sig.	VIF
Attitude (H ₁)	0.401	0.253	6,581	0.000	1.000
Enjoyment (H ₂)	0.287	0.129	4,362	0.000	1.000
Sustainability (H ₃)	0.077	0.015	1,382	0.085	1.000
Economy Benefit (H ₄)	0.320	0.222	6,044	0.000	1.000
Reputation (H ₅)	0.829	0.426	9,738	0.000	1.000

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Sustainability (H ₃)	0.077	0.015	0.085	1.000
Economy Benefit (H ₄)	0.320	0.222	0.000	1.000
Reputation (H ₅)	0.829	0.426	0.000	1.000

Source: Primary Data Processed (2020)

The first hypothesis (H1) states that the perception of attitude has a positive effect on the intention to be a GOJEK driver. The results show that the significance level of 0.000 and t-stat 6.581, so hypothesis 1 is supported. The meaning is, the higher the attitude perception of an individual towards GOJEK, the higher the intention to become a GOJEK driver. The results of this study are in line with research conducted by Sung, Kim, & Lee (2018) who examined the effect of attitude on the intention to use Airbnb services in South Korea and found that attitude affected someone's intention to join Airbnb's services. This is because perception related to attitude is the main determinant of a person's behavior in doing something. Attitudes toward behavior refer to the extent to which a person has an evaluation or assessment that is favorable or unfavorable (Ajzen, 1991). The theory of attitude and behavior (Theory of Attitudes and Behavior) developed by Triandis (1980), states that a person's behavior is determined by attitudes related to what people want to do.

The second hypothesis (H2) states that the perception of enjoyment has a positive effect on the intention to be a GOJEK driver. The results show that the significance level of 0.000 and t-stat 4.362, so hypothesis 2 is supported. Meaning, the higher the perception of enjoyment of an individual towards GOJEK, the higher the intention to become a GOJEK driver. The results of this research are in line with research conducted by Hamari, Sjöklint, & Ukkonen (2015) which examines the effect of perception of enjoyment towards someone's intention to participate in collaborative consumption or sharing economy on Sharetribe services. The results of Hamari, Sjöklint, & Ukkonen (2015) research found that there was a positive influence on the perception of enjoyment on the intention to participate in collaborative consumption in Sharetribe services in Finland. This study is also in line with research by Kim, Yoon, & Zo (2015) which found the results under the perception of enjoyment had a significant positive effect on the intention to participate in sharing economy on Amazon Mechanical Turk services.

Other research that is in line with this research is the research of Lee, Chan, Balaji, & Chong (2015) who found that enjoyment has an effect on one's intention to contribute to the sharing economy service, namely UBER in Hong Kong. Next is a study by Hawlitschek, Teubner, & Gimpel (2016) who found that enjoyment influence the intention to contribute to the sharing economy services, namely Airbnb and Ebay, to students at the Karlsruhe Institute of Technology, Germany. Research by Yang & Ahn (2016) also found that enjoyment affected the intention to participate in sharing economy, namely Airbnb in South Korea. This can be caused because the perception of enjoyment is a feeling from within an individual that is created in the form of pleasure, comfort, and satisfaction in carrying out an activity or job. The perception of enjoyment becomes an underlying factor in one's internal motivation to carry out an activity. This is in line with the theory of the theory of self-determination by Ryan & Deci (1985) who argues that intrinsic motivation arises from intrinsic values such as enjoyment related to the activity given. Participating in GOJEK makes individuals have enjoyments such as freedom of working hours, can determine targets to be achieved and is not pressured by superiors who make these individuals will feel enjoy and get satisfaction at work. In the theory of job satisfaction (job satisfaction) states the higher the aspects of work in accordance with individual expectations, the higher the level of perceived satisfaction (Robbinsq & Judge, 2013).

The third hypothesis (H3) states that the perception of sustainability has a positive effect on the intention to be a GOJEK driver. The results show that the significance level of 0.00845 and t-stat 1.382, so hypothesis 3 is not supported. The results of this hypothesis are in line with research conducted by Hamari, Sjöklint, & Ukkonen (2015) which examines the effect of perceived sustainability one's intention to participate in collaborative consumption or sharing economy in Sharetribe services. The results of Hamari, Sjöklint, & Ukkonen (2015) research found that there was no influence between sustainability perception on the intention to participate in collaborative consumption in Sharetribe services in Finland. This is due to the perception that sustainability is only an important factor in internal motivation for some individuals who have high environmental or ecological awareness in the city of Batam, so that for other individuals the perception of sustainability does not have an important influence on the intention to become a driver GOJEK in Batam city. This research is not in line with research conducted by Tussyadiah (2014) which found that sustainability

affects the intention to participate in collaborative contributions or sharing economy. Research by Daunoriene, Draksaitė, Snieska, & Valodkienė (2015) also found that sustainability is an important factor for individuals to do a job. Research by Hawlitschek, Teubner, & Gimpel (2016) also found that sustainability affects the individual's intention to participate in the sharing economy, which is to become a UBER driver.

The fourth hypothesis (H4) states that the perception of economic benefits has a positive effect on the intention to become a GOJEK driver. The results show that the significance level of 0.000 and t-stat 6.044, so hypothesis 4 is supported. Meaning, the higher the perception of economic benefits (economy benefit) of individuals towards GOJEK, the higher the intention to become a GOJEK driver. The results of this hypothesis are in line with research conducted by Hamari, Sjöklint, & Ukkonen (2015) which examines the effect of perception of profit economy to one's intention to participate in collaborative consumption or sharing economy in Sharetribe services. The results of Hamari, Sjöklint, & Ukkonen (2015) research found that there was a positive effect on the perception of economic benefits on the intention to participate in collaborative consumption in Sharetribe services in Finland.

This research is also in line with research by Tussyadiah (2014) which found that economic benefits have an effect on the intention to participate in collaborative consumption and is the highest motivation for Airbnb drivers in Amsterdam. Other studies that are consistent with this research are Kim, Yoon, & Zo (2015) who found that economic benefits affect the intention of a person to contribute to the sharing economy service namely Airbnb in South Korea. Next is a study by Lee, Chan, Balaji, & Chong (2015) who found that economic benefits affect the person's intention to contribute to the sharing economy service, namely UBER in Hong Kong. Further research is Hawlitschek, Teubner, & Gimpel (2016) who also found that economic benefits are a major factor influencing one's intention to contribute to sharing economy in this case on Airbnb services in Germany. The results of the same study by Bocker & Meelen, (2017) found that economic benefits influenced an individual to participate in a sharing economy service, namely Peerbay in Amsterdam, the Netherlands. Research by Valente, Patrus, & Guimaraes (2019) found that economic benefits became the motivation for individuals to become UBER drivers in the city of Belo Horizonte, Brazil. This can be the main reason why people choose to participate or work in business with the concept of

sharing economy is the economic benefits that are obtained. Perception of economic benefits (economic benefits) is an external motivation that can be classified into cost savings and income increment. The theory of self-determination by Ryan & Deci (1985) extrinsic motivation related to monetary benefits can influence individuals to determine the activities or work to be performed. The economic benefits gained from the sharing economy service, GOJEK, are income from services and bonuses every day, which are very beneficial for individuals who participate in these services.

The fifth hypothesis (H5) states that the perception of reputation has a positive effect on the intention to be a GOJEK driver. The results show that the significance level of 0.000 and t-stat 9.738, so hypothesis 5 is supported. Meaning, the higher the perception of reputation perception of an individual towards GOJEK, the higher the intention to become a GOJEK driver. The results of this study are in line with research conducted by Hamari, Sjöklint, & Ukkonen (2015) who examined the effect of perceptions of reputation on one's intention to participate in collaborative consumption or sharing economy in Sharetribe services. The results of Hamari, Sjöklint, & Ukkonen (2015) research found that there was a positive influence of perceptions of reputation on the intention to participate in collaborative consumption in Sharetribe services in Finland. The results of the same study by Kim, Yoon, & Zo (2015) found that reputation has an influence on one's intention to participate in the sharing economy service namely Airbnb in South Korea.

Reputation is an important element for a company because an indicator of a company's success can be judged by the good or bad reputation of the company. This reputation becomes the individual's external motivation to contribute to a service because individuals can judge the good or bad of the service. GOJEK is the first-rate sharing economy service in Indonesia, so individuals will not hesitate to participate in the service. So, in this study reputation perceptions affect the intention to become a GOJEK driver.

5 CONCLUSIONS

This research has the first objective is to analyze the internal motivations that influence a person to become a GOJEK driver in Batam City. Second, to analyze the external motivations that influence someone to be a GOJEK driver in Batam City. Internal motivation that influences the intention to

become a GOJEK driver is measured by 3 items, namely attitude perception, enjoyment perception and sustainability perception. External motivation that influences the intention to become GOJEK driver is measured by 2 items, namely the perception of economic benefits and reputation. The data collection method in this study used a questionnaire distributed to GOJEK drivers for 1 month from 19 November 2019 - 19 December 2019. The sample used in this study was 130 respondents.

The results show that attitude perception can increase intention to be a GOJEK driver. Enjoyment perception can increase intention to be a GOJEK driver. Economic benefit perception and reputation reputation have a positive effect on the intention to become a GOJEK driver. While the perception of sustainability does not matter. The results of this study are in line with research conducted by Hamari, Sjöklint, & Ukkonen (2015) who found that perceptions of attitude, enjoyment, perception of economic benefits and perception of reputation have a positive effect on intention participate in collaborative consumption at Sharetribe services in Finland. While the perception of sustainability does not matter.

Limitations in this study first, the sample only 130 GOJEK drivers who drove two wheels with full time criteria and had been registered in GOJEK Batam for at least 6 months. Second, the questionnaire was only distributed to GOJEK drivers in the Batam Center area for a period of 1 month. Third, this study only uses 5 independent variables. Internal motivation is measured by perception of attitude, perception of enjoyment and perception of sustainability. External motivation is measured by the perception of economic benefits and the perception of reputation. Fourth, the method of data collection in this study only used a 5-point Likert scale questionnaire instrument.

The next researcher is expected to be able to increase the number of samples by distributing questionnaires to four-wheeled vehicle drivers, adding the period of distribution of questionnaires for 3-6 months and spreading in areas other than Batam Center so that they get better results, using different measurements in their research in order to see a comparison of research results and adding data collection methods such as interviews and observations.

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