

The Effect of Incentives and Job Enthusiasm To Productivity

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ABSTRACT: 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: brand awareness, consumer experience, service quality, repurchase intention, hot spring

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 GoJek 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

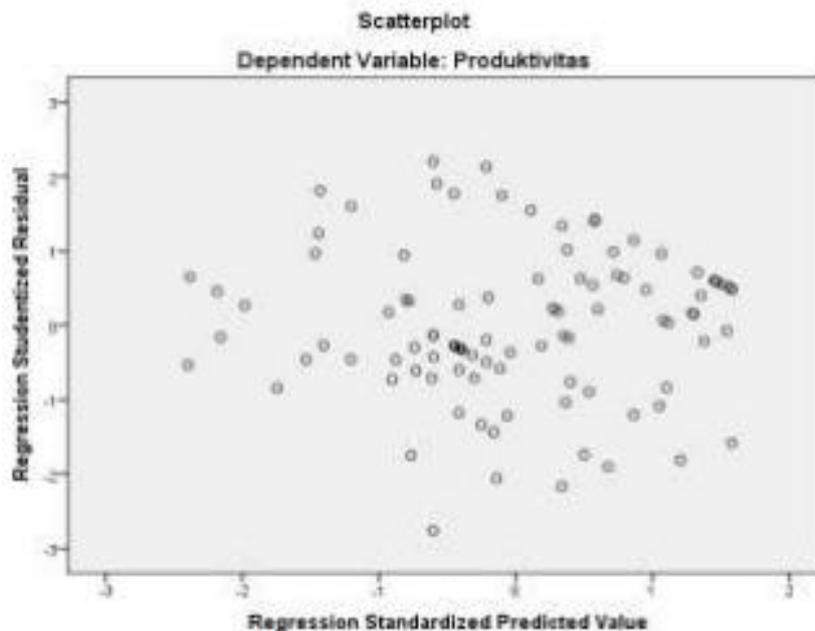
Every employee will work to fulfill their needs, employees will work even harder when the employee is awarded. It is based on the opinions Sofyandi (2008) in Nengsih (2014: 8) about; Incentive is an award given to employees fairly by considering: The amount of incentive (incentive amount) determined 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 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.

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

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.



Picture 1. Scatterplot

IV. RESULT & DISCUSSION

The results of multiple linear regressions 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)

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

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