

ABSTRAK

Teknologi komunikasi dan inovasi manusia saat ini berkembang sangat pesat di bidang ekonomi. Banyak perusahaan berbasis digital yang bermunculan di Indonesia. Salah satunya perusahaan GO-JEK Indonesia. Perusahaan GO-JEK Indonesia bergerak dalam jasa pelayanan kebutuhan sehari-hari masyarakat melalui media aplikasi mobile. Untuk memenuhi pelayanannya, perusahaan mengajak kerjasama pihak luar atau tukang ojek untuk bergabung menjadi mitra driver GO-JEK. Namun banyak sekali masalah terkait kebijakan antara perusahaan dengan mitra driver, sehingga banyak menarik sorotan media. Salah satu permasalahan yang paling besar adalah adanya demo tentang kebijakan sistem penilaian performa driver. Demo ini diakibatkan oleh adanya ketidakpuasan dari pihak driver. Salah satu faktor penentu kepuasan adalah komunikasi yang berlangsung di antara para driver. Berdasarkan masalah penelitian tersebut, peneliti menguji apakah komunikasi antar driver mempengaruhi tingkat kepuasan mengenai kebijakan tersebut. Metode penelitian yang digunakan adalah metode kuantitatif atau penelitian berbentuk survei. Peneliti memberikan kuesioner kepada sampel dari populasi mitra driver GO-JEK di Jakarta yaitu sejumlah 100 orang. Hasil penelitian menunjukkan adanya korelasi atau pengaruh dari variabel X pada variabel Y dan dinilai kuat hubungannya yaitu sebesar 0.691. Angka ini menunjukkan terdapat pengaruh komunikasi antar driver terhadap tingkat kepuasan mengenai sistem penilaian performa.

Kata Kunci : Komunikasi Driver GO-JEK, Tingkat Kepuasan, Sistem Penilaian Performa

Referensi : 18 (2007-2015)

ABSTRACT

Communication technology and human innovation is currently growing very rapidly in the economic field. Many digital-based companies that have sprung up in Indonesia. One of them is the GO-JEK Indonesia company. GO-JEK Indonesia company engaged in daily needs services of society through the mobile applications. To fulfill its duty, the company cooperating with outside parties or motorcycle operators to join partners as GO-JEK driver. But now, there is a lot of policy-related issues between the company and driver partners happening. One of the biggest of it is the policy of driver's performance assessment system. So the researchers wanted to know whether the communication between driver affecting their level of satisfaction or not about the policy. The researchers also designed a study using two factor theory and the concept of transactional communication theory. The result will be to find whether the communication variable have an effect or not. To know in general, this research will be using quantitative method or form of survey research. Researcher will give a questionnaire to the samples of the population of GO-JEK driver in Jakarta. From the results, obtained correlation of 0.691 that indicates the correlation or influence of variable X on variable Y is considered as strong relationship. It is concluded that there is an effect of communication between drivers with the level of satisfaction towards the performance appraisal system.

Keywords : Communication between GO-JEK driver, level of satisfaction, Performance Assessment System

References : 18 (2007-2015)