Implementation of Standard Operating Procedures (SOP), attitudes and assessment of income of two-wheeled Gojek partner drivers in the Jakarta Area

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ABSTRACT

Gojek is one of the technology companies in Indonesia that serves transportation through two-wheeled vehicle services. Currently, Gojek services are available in 50 major cities in Indonesia. Now, information technology is widely used by business people in transportation services. The presence of online-based transportation services using the internet impacts the community in carrying out their daily activities efficiently. It can facilitate the use of transportation services and make the community more effective in making it easier for consumers as well as in terms of meeting transportation needs, bearing in mind the needs of the Indonesian people. The current use of transportation services can be said to be very high. This study aims to determine the effect of implementing Standard Operating Procedures (SOP), Driver-Partner Attitudes, and Ratings by Gojek Consumers on the Income of Two-Wheeled Gojek Driver Partners in the Central Jakarta Region. The sample in this study was 100 Gojek partner drivers who live in the Tanah Abang area of Jakarta. The sample selection was carried out using a non-probability sampling technique. The data used in this study is using primary data. The analytical model used in this study is multiple linear regression. The results of this study indicate that Profitability has a positive effect on Standard Operating Procedures, which affects Revenue, while the Attitude of Gojek Partners has no impact on Income; giving rating affects Revenue. Standard Operating Procedures, Gojek Partner Attitudes, and Ratings significantly affect Income together.

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Introduction

Gojek is one of the technology companies in Indonesia that serves transportation through two-wheeled vehicle services. Currently, Gojek services are available in 50 major cities in Indonesia. As of June 2016, the Gojek application has been downloaded more than 10 million times on Google Play on the Android operating system and is available on the App Store. Gojek itself has a digital payment service called Gopay. Apart from Indonesia, Gojek services are now available in Thailand, Vietnam and Singapore. On May 17, 2021 Tokopedia and Gojek officially announced the merger and formed the GoTo Group (Gojek and Tokopedia).

information technology is widely used by business people in transportation services. The presence of online-based transportation services using the internet has its own impact on the community in carrying out their daily activities efficiently and can facilitate the use of transportation services and make the community more effective in making it easier for consumers as well as in terms of meeting transportation needs, bearing in mind that the needs of the Indonesian people current transportation can be said to be very high. In addition, online-based transportation service business people must put forward standard operating procedures with the aim of creating comfort and safety according to what their passengers want (Agustin, 2017). Standard Operating Procedures are a guideline that has been standardized and has the power as a guide that is binding and directive.

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PT. Gojek Indonesia is a transportation service company required to always prioritize the comfort and safety of its passengers by complying with the SOP given by PT. Gojek Indonesia to Gojek partner drivers, because with the SOP passengers will be better protected from unwanted things. With the SOP for Gojek partners, passengers are always given comfort and safety when traveling using Gojek. The performance of a company can be said to be good if it is in accordance with the SOP. This proves that the SOP on transportation services affects the company's performance. The rating system used by PT. Gojek Indonesia aims to evaluate Gojek partners whether they have implemented the SOP properly or not in accordance with applicable regulations, namely by using a star rating rating system. The star rating rating system itself is implemented by the management of PT Gojek Indonesia to be able to ensure that standard operating procedures go according to the wishes of the company and ensure consumers are satisfied. The star rating rating system is carried out in the following way and mechanism: giving stars 1 (Very bad), 2 (Poor), 3 (Quite Satisfied), 4 (Satisfied), 5 (Very Satisfied). The star system rating can be carried out after the Gojek partner driver delivers the consumer, then the consumer gives a star rating through the Gojek application. The more stars you get from consumers, the better the partner's rating is considered. This shows that Gojek's partners have carried out standard operating procedures in accordance with what has been given by PT. Gojek Indonesia (Eviana, 2020). Several cases have occurred with Gojek partners, namely not complying with the Standard Operating Procedures that have been given by PT. Gojek Indonesia, in the same way that the partner has entered into an agreement that has been agreed with PT. Gojek Indonesia and cause passengers to feel uncomfortable and threaten the safety of passengers. There are several types of violations that customers report to the company to gojek drivers who commit violations, namely levels 1 to level 5:

The maximum number of violations that can be committed are as follows:

i. Grade I = 5 violations
ii. Level II = 4 violations
iii. Level III = 3 violations
iv. Level IV = 2 violations
v. Level V = 1 violation.

Gojek partners can clean/return all violations of sanctions on the condition that they may not commit violations for the next 90 days unless they are subject to permanent (unchangeable) Partner Disconnect sanctions.

The attitude of Gojek partner drivers can affect the level of customer satisfaction, especially in the field of online motorcycle taxi services, namely the driver attitude. Driver attitude is an attitude shown by a driver so that consumers can feel satisfaction when using the online motorcycle taxi service itself, this can be done by providing a friendly and polite attitude when providing online motorcycle taxi services. A good attitude can determine or consider consumers to choose between using online motorcycle taxi services or their competitors.

According to the star rating is part of the customer's assessment of the performance carried out by employees. Job satisfaction is an emotional response which is the result of fulfilling the satisfaction felt by employees in accordance with the expectations they want. So that the need for good and maximum performance in order to increase the star rating received by online motorcycle taxi drivers makes them more satisfied in doing their jobs. Star ratings can also affect the income of Gojek partner drivers, consumers who give a rating of 5 to Gojek partner drivers, the more income the number of orders (orders) received by Gojek partner drivers. Consumers give a rating of 1 to Gojek partner drivers, the less income the number of orders received by Gojek partner drivers.

The income of Gojek partner drivers in this case is the income received by drivers while doing work on working days and hours. Income is generally received by Gojek partner drivers in the form of compensation because they are assessed according to their respective performance. Meanwhile, compensation is a tool or function of human resource management that is important in the company. The type of compensation that Gojek drivers receive is financial compensation. The financial compensation received by drivers is financial compensation received directly. In direct financial compensation it includes salaries, wages, incentives and commissions. Of the types of financial compensation that exist, the income that Gojek drivers get from the company is in the form of incentives that are adjusted to the performance of Gojek partners.

From the explanation above, the formulation of the problem in this study is as follows:

i. Does the standard operating procedure (SOP) have a significant effect on the income of two-wheeled Gojek partner drivers in the Jakarta area?
ii. Does attitude have a significant effect on the income of two-wheeled Gojek partner drivers in the Jakarta area?
iii. Does the star rating have a significant effect on the income of two-wheeled Gojek partner drivers in the Jakarta area?

Meanwhile, the purpose of this study was to find out and empirically prove standard operating procedures (SOP), attitude and star ratings have an effect on the income of two-wheeled Gojek partner drivers in the Jakarta area.
Literature Review

Standard Operating Procedure (SOP)

In practice, in order to achieve established standards, protocols (guidelines/guidelines for implementation), standard operating procedures (SOPs) or standard operating procedures (SOPs) are needed. To measure whether or not standards have been achieved, indicators (benchmarks) are used which show the measure of compliance with predetermined standards. Standard operating procedures are guidelines that contain standard operational procedures in organizations that are used to ensure that all decisions and actions taken are appropriate and the use of process facilities carried out by people within the organization are members of the organization that run independently, effective, efficient, consistent, standard and systematic.

The purpose of Standard Operating Procedures (SOP) is to simplify work so that it is focused, fast and precise (Ekotama, 2018). In this way, profits are easy to achieve, waste is minimized, and financial leaks can be prevented. Meanwhile, according to (Adicondro & Purnamasari, 2018) the objectives and functions of the SOP are as described below: (1) Clearly know the roles and functions of each position in the organization; (2) Forming discipline to all members of the organization both in institutions, organizations and companies; (3) Maintain a consistent level of performance in each work unit; (4) Streamlining work or assignments for employees.

Functions and Benefits of Standard Operating Procedures (SOP) according to Sailendra, (2019), namely: (1) SOP ensures that the company has a constant process that meets the standards and all employees are familiar with the process; (2) With the existence of SOP, the process will always be reviewed and updated based on the existing basis; (3) SOP guarantees that an audit conducted by an abi consultant or sponsor will not incur losses for the company and can provide separate legal protection; (4) In carrying out activities and serving consumers, there are a number of things that gojek partners must pay attention to, neatness, condition of the motorbike, and being polite to consumers. The following are the service standards of gojek partners that have been made by gojek companies for consumers which can be seen in the details and in the table below:

<table>
<thead>
<tr>
<th>Category</th>
<th>Checklist</th>
</tr>
</thead>
</table>
| Appearance                      | Using the official Gojek Jacket  
Long pants  
SNI Standard Helmet             |
| Vehicle Condition               | The number plate must match the one registered on the application  
Mirrors must be a pair  
Standard motorcycle exhaust (no noise)  
The main light is on  
Turn signal left right on         |
| Services to Gojek consumers     | Order successfully taken  
Must contact (chat feature in the application or telephone) the consumer / customer so that the order received does not occur  
Arrive at the pick-up location  
Send a message on the consumer's app/phone feature when already at the pick-up point  
Minimum format: hello sir/madam I have arrived at the pick-up point  
Meet with consumers / customers  
Say hello to the customer  
Minimum format: good morning, sir/madam, the destination is in accordance with the one in the application  
Make sure the customer is wearing a helmet to comply with traffic signs  
Press the “already picked up customer” button before starting the journey  
Tips: press the button if the customer is already with a gojek partner to go to the delivery destination  
Ask route preferences  
Minimum form: which way do you usually go sir/madam  
View maps and turn on the navigation feature  
During the trip  
Not using HP other than looking at the navigation features  
No mods with customers  
Arrived at destination  
Say thank you.  
Make sure the helmet has been given to the driver. Press the done button |

Source: www.driver.go-jek.com

SOP indicators according to Nico A. Lumenta, (2018) are that various routine work processes are carried out efficiently, effectively, consistently/uniformly and safely, in order to improve service quality through compliance with applicable standards: (a) Efficient implies as achieving goals quickly or choosing the right goals from a series of alternatives, making the right decisions and being...
successful in implementing them, not wasting time, effort and money; (b) Effective means the use of minimal resources to produce output with the expected volume (optimum results), using resources wisely and sparingly, proper operation so that no resources are wasted; (c) Consistent is the same action that is done repeatedly from time to time, especially this action is done to be fair and accurate. Consistent is also interpreted as a talent, standard, or effect that does not change at all from time to time.

**Attitude**

Attitude is a process of determining value positively or negatively towards something related to the attitude or behavior they feel. Things that are felt can be in the form of products, services, advertisements, brands or other things that can be assessed by consumers (Kucuk et al., 2020). This definition is according to Bhatt & Shiva, (2020) which states that attitude is an attitude that can be said as a person who has positive or negative judgments based on everyone's behavior in various activities. A person's attitude or behavior can be seen from how a person treats other people, from the way he speaks, his gaze, and others that can make an assessment of the individual's treatment. Meanwhile, attitude according to (Darmawan, 2021) is a positive or negative behavior of an individual that reflects knowledge and feelings in liking or disliking a particular object. Attitude becomes a very important role because by having a good attitude or behavior, it will make them positively assessed by others because of the individual's actions. Thurstone argues that there is an affective component to attitudes, Rokeach argues that attitudes have cognitive and conative components (Walgitio, 2019). Meanwhile, the attitude component according to Rahayuningsih (2018) includes three things, namely: (a) The cognitive component relates to belief (beliefs and beliefs), ideas, concepts. Part of the cognitive, namely: perceptions, stereotypes, opinions that individuals have about something (Sugiyono,2018) (b) The affective component relates to a person's emotional life, concerns individual feelings towards attitude objects and concerns emotional problems. Affect is a component of feeling happy or unhappy with an object (Sugiyono, 2018); (c) The behavioral/conative component is a component related to a person's tendency to behave towards an attitude object (Sugiyono,2018).

**Star Ratings**

Rating is part of a review that uses the star symbol to express opinions from customers. Rating can be interpreted as an assessment from users on the preference of a product for their experience referring to the psychological and emotional state that they live with a product. Stars are added in each review to promote how the product/service is described (Alkhathib et al., 2017). Star rating measurements use performance appraisal indicators as follows according to (Septi,2018) (1) Relevance: indicates that there must be a clear link or relationship between performance standards and organizational goals besides there must also be a clear relationship between critical identified through job analysis and dimensions to be assessed on the appraisal form; (2) Sensitivity: shows that the performance appraisal system is able to distinguish between effective and ineffective employees; (3) Reliability: to produce reliable data, each appraiser must have sufficient opportunity to observe what has been done by a worker. If not, then a researcher will be confused in giving a value, because he is not used to this situation; (4) Acceptability: acceptability is the most important part. Human resources programs must obtain approval from the people who use them. If not, then it could happen that human ingenuity will be used to thwart them. (5) Practical: this means that the instrument in performance appraisal must be easy to understand for both managers and employees.

**Income**

Revenue is the main goal of establishing a company. As a profit-oriented organization, revenue has a very large role. Income is an important factor in the operation of a company, because income will affect the level of profit that is expected to ensure the survival of the company. The Indonesian Institute of Accountants, (2019) The Indonesian Institute of Accountants, (2019) discloses that in the Financial Accounting Standards for Entities Without Public Accountability (SAK ETAP) defines Revenue as income that arises in carrying out the usual activities of entities and is known by different names such as sales, fees, interest, dividends, royalties and rent. According to Harnanto, (2019) writes that income is an increase or increase in assets and a decrease or decrease in company liabilities which are the result of operating activities or the procurement of goods and services to the public or consumers in particular. Meanwhile, according to Sochib (2018) put forward a definition of income, the basic concept of income is the flow process, the creation of goods and services over a certain period of time. The definition above shows that there are 2 concepts of income, namely as follows (1) The concept of income which focuses on the inflow of assets as a result of the company's operations. This approach regards income as an inflow of net assets; (2) The concept of income focuses on the creation of goods and services and the distribution of other consumers or producers, so this approach considers income as an outflow of goods and services. If revenue is formulated in another way, exceptions must be clearly stated, for example, revenue is recognized before an inflow of assets actually occurs; (3) The basic concept of income expressed by Patton and Littleton is called a company product which emphasizes that income is a flow, namely the creation of goods and services by the company. The factors that affect drivers’ income in this study are: (1) The effect of working hours on drivers’ income levels. According to Handayani (2019), working time is a measure of the time required to perform certain activities in a sector to the total work time carried out in certain types of work. In the informal sector, the income level is affected by working hours because the income received by Gojek drivers is determined by goods and services; (3) The effect of the number of service transactions on driver income. The number of service transactions generated by Gojek drivers every day will certainly affect their income. Because the more drivers make service transactions, the more income they will earn and vice versa; (4) The effect of incentive schemes on driver income. According to the theory of the hierarchy of needs (hierarchy of needs) put forward by Abraham Maslow in (Hikmatinnisa, 2018), states that incentives are part of the compensation used for basic needs, such as a sense
of security and security because you have enough money for all your needs. So incentives will be considered as a factor motivation to obtain even greater income and will be used to meet basic needs. Indicators of increasing income according to Fitro (2019) include, among others: (1) Net Income; (2) Gross Producer; (3) The burden on the family. The following is the framework model in the research below:

![Figure 1: Research Model](image)

**Research & Methodology**

The model and design of this research is to obtain data about the variables that affect the income of two-wheeled motorcycle taxi partners in the Tanah Abang area of Central Jakarta. The type of research used in this research is experimental research, namely research that uses treatment in the form of questionnaire data scenarios. The data source used is subject data, namely data in the form of opinions, attitudes, experiences on the characteristics of a person/group that is the subject of research (respondents). While the data in this study are primary data, namely data obtained directly from the original source. The population and sample in this study were Gojek Partner Drivers who live in the area, especially the Tanah Abang area of Central Jakarta, totaling 100 Gojek partner drivers. The sampling technique used in this study is non-probability sampling with accidental sampling techniques (Convenience Sampling) (Sugiyono, 2018). Accidental Sampling (Convenience Sampling) is a sampling technique based on chance, that is, anyone who accidentally/accidentally meets the researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a data source, in which case the main criterion is partner drivers, two-wheeled motorcycle taxi in the Tanah Abang area of Central Jakarta.

**Analysis and Findings**

The results and findings in this study can be explained in the tables below:

**Descriptive Statistical Test Result**

The descriptive statistical test provides an overview of the data seen from the average, maximum, minimum and standard deviation values which can be seen in tables 2 to 13, below:

**Table 2: Descriptive Statistical Test Results**

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Operating Procedures</td>
<td>100</td>
<td>8.00</td>
<td>40.00</td>
<td>33.9100</td>
<td>6.01529</td>
</tr>
<tr>
<td>Driver Partner Attitude</td>
<td>100</td>
<td>5.00</td>
<td>25.00</td>
<td>22.2900</td>
<td>3.37936</td>
</tr>
<tr>
<td>Giving Ratings</td>
<td>100</td>
<td>4.00</td>
<td>20.00</td>
<td>18.0600</td>
<td>3.01451</td>
</tr>
<tr>
<td>Income</td>
<td>100</td>
<td>9.00</td>
<td>25.00</td>
<td>19.3100</td>
<td>4.28456</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Processed Data Results SPSS, 2022

**Data Quality Test**

**Validity test**

Test The validity of the data used in this study was tested using the corrected item total correlation, namely by correcting the total score obtained by adding up all the question scores. With the following research validity testing criteria: Ghozali (2018).
Based on table 3 from the results of the research and data processing above, it can be concluded that all the question items variable Standard Operating Procedures (X1), the research instrument shows that the rcount value of rtable is 0.1966, then it is declared valid.

Table 4: Validity Test Results (Attitude Mitra Gojek (X2))

Based on table 4. From the results of the research and processing of the data above, it can be concluded that all question items variable Attitude of Driver Partners (X2), the research instrument shows that the rcount value of rtable is 0.1966, so it is declared valid.

Table 5: Validity Test Results (Giving Rating (X3))

Based on table 5 from the results of the research and processing of the data above, it can be concluded that all question items are Rating Variables (X3), the research instrument shows that the rcount value of rtable is 0.1966 then it is declared valid.

Table 6: Validity Test Result (Giving (Y))

Based on table 6 from the results of the research and processing of the data above, it can be concluded that all question items on the Income variable (Y), the research instrument shows that the rcount value of rtable is 0.1966 then it is declared valid.

Reliability Test

The reliability test in this study was measured by measuring the correlation between the answers to questions using a statistical value if the Cronbach Alpha value was > 0.60, then it was considered reliable (Ghozali, 2018).
Table 7: Reliability Test Results for All Variables

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Item Query</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Implementation of Standard Operating Procedures</td>
<td>8</td>
<td>0.848</td>
</tr>
<tr>
<td>2</td>
<td>Driver Partner Attitude</td>
<td>5</td>
<td>0.823</td>
</tr>
<tr>
<td>3</td>
<td>Giving Ratings</td>
<td>4</td>
<td>0.861</td>
</tr>
<tr>
<td>4</td>
<td>Income</td>
<td>5</td>
<td>0.888</td>
</tr>
</tbody>
</table>

**Source:** Processed Data Results SPSS, 2022

From table 7 above it is known that the alpha value obtained from all variables is > 0.60 so that it can be concluded that all variable question items are declared reliable.

Classic Assumption Test

The classical assumption test is needed to test the feasibility of the regression analysis model used in this study, namely by: (a) Normality test; (b) Multicollinearity Test; (c) and Heteroscedasticity Test, which can be seen in table 8, 9, and 10 below:

Table 8: Normality Test Results

<table>
<thead>
<tr>
<th>Unstandardized Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
</tr>
<tr>
<td>Normal Parameters</td>
</tr>
<tr>
<td>Mean</td>
</tr>
<tr>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
</tr>
<tr>
<td>Absolute</td>
</tr>
<tr>
<td>Positive</td>
</tr>
<tr>
<td>Negative</td>
</tr>
<tr>
<td>Test Statistic</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
</tr>
</tbody>
</table>

**Source:** Processed Data Results SPSS, 2022

Based on the output table above, it is known that the asymp.sig (2-tailed) significance value is 0.125 greater than 0.05, so it can be concluded that the data is normally distributed.

Table 9: Multicollinearity Test Results

<table>
<thead>
<tr>
<th>Description</th>
<th>Model</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tolerance</td>
<td>Cut Off</td>
<td>VIF</td>
</tr>
<tr>
<td>There is no multicollinearity</td>
<td>(Constant)</td>
<td>.757</td>
</tr>
<tr>
<td>Total Standard Operational Procedure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>There is no multicollinearity</td>
<td>Total Driver Partner Attitude</td>
<td>.526</td>
</tr>
<tr>
<td>There is no multicollinearity</td>
<td>Total Giving Rating</td>
<td>.599</td>
</tr>
</tbody>
</table>

**Source:** Processed Data Results SPSS, 2022

Based on the coefficients on collinearity statistics, it is known that the tolerance value for the Standard Operating Procedure variable (X1) is 0.757, the Driver Partner's Attitude (X2) is 0.526 and Rating Granting (X3) is 0.599 which is greater than 0.10. And for the VIF value of the Standard Operating Procedure variable (X1) is 1.321, the Attitude of the Driver Partner (X2) is 1.901 and the Rating Award (X3) is 1.669 less than 10.00. So, it can be concluded that there are no symptoms of multicollinearity in the regression model research, so the data in this study can be used.
Table 10: Heteroscedasticity Test Results

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sig</td>
<td>Cut Off</td>
<td>Information</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>.311</td>
<td>&gt; 0.05</td>
<td>There is no heteroscedasticity</td>
</tr>
<tr>
<td>Total Standard Operating Procedures</td>
<td>.693</td>
<td>&gt; 0.05</td>
<td>There is no heteroscedasticity</td>
</tr>
<tr>
<td>Total Attitude of Gojek Partners</td>
<td>.443</td>
<td>&gt; 0.05</td>
<td>There is no heteroscedasticity</td>
</tr>
</tbody>
</table>

**Source:** Processed Data Results SPSS, 2022

Based on the table above, it shows that the independent variable has a significance value greater than 0.05 so it can be concluded that the regression model in this study did not have a heteroscedasticity problem.

Multiple Linear Data Analysis

The data analysis method used in this study is multiple linear regression. This regression is used to measure more than one dependent variable, namely the standard operating procedure variable, the attitude of the motorcycle taxi partners and the rating.

Table 11: Results of Multiple Linear Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.436</td>
<td>.840</td>
<td></td>
</tr>
<tr>
<td>Total Standard Operating Procedures</td>
<td>-.053</td>
<td>.019</td>
<td></td>
</tr>
<tr>
<td>Total Attitude of Gojek Partners</td>
<td>-.035</td>
<td>.038</td>
<td></td>
</tr>
<tr>
<td>Total Rating Award</td>
<td>.128</td>
<td>.057</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Processed Data Results SPSS, 2022

Based on table 11 above, it can be seen that the constant value is 1.436, the Standard Operating Procedure is -.053, the attitude coefficient for gojek partners is -.035 and the rating coefficient is 0.128. So the regression value can be made into the following equation:

\[ Y = 1.436 - 0.053X1 - 0.035X2 + 0.128X3 \]

Data Hypothesis Test

t test (Partial)

The t test aims to find out standard operating procedures, attitude of go-jek partners and giving ratings that have a significant effect on income.

Table 12: t Test Results (Partial)

<table>
<thead>
<tr>
<th>Coefficients4</th>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.436</td>
<td>.840</td>
<td></td>
<td></td>
<td>1.710</td>
</tr>
<tr>
<td>Total Standard Operating Procedures</td>
<td>-.053</td>
<td>.019</td>
<td>-.306</td>
<td></td>
<td>-2.774</td>
</tr>
<tr>
<td>Total Attitude of Gojek Partners</td>
<td>-.035</td>
<td>.038</td>
<td>-.121</td>
<td></td>
<td>-.914</td>
</tr>
<tr>
<td>Total Rating Award</td>
<td>.128</td>
<td>.057</td>
<td>.278</td>
<td></td>
<td>2.243</td>
</tr>
</tbody>
</table>

**Source:** Processed Data Results SPSS, 2022

The results of the interpretation of the research hypothesis can be concluded: (1) Standard operating procedures have a significant effect on income. It can be seen that the standard operating procedures variable shows a significant value of 0.007 <0.05. Thus standard operating procedures have a significant effect on income. This shows that standard operating procedures are one of the factors that can increase revenue so that go-jek companies and go-jek driver partners earn profits according to the planned targets;
Driver-partner attitude has an effect on income. It can be seen that the driver-partner attitude variable shows a significant value of 0.363 > 0.05. Thus the attitude of the driver's partner does not affect income. This proves that the Gojek company is still not creative enough in terms of educating driver-partners regarding attitude. Therefore, the Gojek company is expected to pay more attention to this matter, because one of the factors that has a major influence on income is attitude; (3) The rating effect on income can be seen that the rating variable shows a significant value of 0.027 <0.05. Thus, it means that there is an influence on income. This shows that giving a rating is one way that can affect an increase in income where giving a good rating is the feedback that is highly expected by all Gojek partner drivers.

**Determination Coefficient Test (R2)**

This test aims to show that the influence of standard operating procedure variables, the attitude of the driver's partners and the rating of the income variable and to explain the amount of contribution made. The results of the R squared test can be seen in table 13 below:

<table>
<thead>
<tr>
<th>Model Summary</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.913a</td>
<td>.834</td>
<td>.829</td>
<td>1.46384</td>
<td>1.531</td>
</tr>
</tbody>
</table>

**Source:** Processed Data Results SPSS, 2022

Based on the table above, it can be explained that the variable Y (income) of 83.4% is determined by Standard Operating Procedures, Driver Partner Attitudes and Ratings. The remaining 16.6 is determined by variables not included in this study.

**Hypothesis and Discussion**

**The effect of standard operating procedures on the income of Gojek partner drivers**

Based on the results of the tests that have been carried out in this study, it proves that standard operating procedures that are measured in an effective, consistent, standardized and systematic manner have a positive and significant effect on the income of two-wheeled Gojek partner drivers in the Central Jakarta area. This explains that standard operating procedures are very important, especially in earning income for two-wheeled Gojek partner drivers in the Central Jakarta area, because before carrying out work a driver must first adjust to the standard operating procedures set by Gojek itself in order to get appropriate feedback. with what is expected of the drivers and passengers also feel comfortable when using the services of Gojek.

The results of the analysis on standard operating procedure variables that are measured effectively have a significant effect on the income of two-wheeled Gojek partner drivers in the Central Jakarta area. This shows that the community using the Gojek application has a good view of Gojek's services. The public is aware that the implementation of the standard operating procedures implemented by Gojek is really carried out effectively in accordance with the provisions and drivers already understand the sanctions they will receive if they carry out their work not in accordance with the applicable standard operating procedures.

The results of the analysis of standard operating procedure variables that are measured consistently have a significant effect on the income of two-wheeled Gojek partner drivers in the Central Jakarta area. This shows that all two-wheeled Gojek partner drivers in the Central Jakarta area in carrying out their work have consistently implemented operational standards from Gojek and maintained their operational standards in maximizing work and earning income according to their performance. This is evidenced by Gojek launching a timely pick-up guarantee program for GoRide and GoCar services throughout Indonesia.

The results of the analysis on standard operating procedure variables as measured by standards have a positive and significant effect on the income of two-wheeled Gojek partner drivers in the Central Jakarta area. This shows that drivers reflect good behavior in accordance with Gojek's operational standards so that people feel safe when using Gojek's services. Just as the driver pays attention to and checks the condition of the vehicle before, during and after driving because it must really comply with predetermined standards.

The results of the analysis of standard operating procedures that are measured systematically have a positive and significant influence on the income of two-wheeled Gojek partner drivers in the Central Jakarta area. Because this affects the standard operating procedures that have been made by Gojek where in carrying out a task the drivers must carry it out in an orderly and good and correct manner. So, for two-wheeled Gojek drivers in the Central Jakarta area to stick to Gojek's operational standards when carrying out their duties or responding to the user's unpleasant attitude.

**The effect of the attitude of the driver partners on the income of Gojek partner drivers**

Based on the results of tests that have been carried out in this study, it proves that the attitude of driver partners as measured by obedience and adherence to regulations, responsibility, honesty, non-discrimination, and friendly and sympathetic does not have a significant effect on the income of two-wheeled Gojek partner drivers in the region. Central Jakarta. This is because there are some of the two-wheeled Gojek driver-partners in the Central Jakarta area who have not complied and obeyed the driver's provisions in driving, causing deviant behavior and impacting the income of other two-wheeled Gojek driver-partners.
The results of the attitude analysis of driver partners as measured by compliance and adherence to regulations do not have a significant effect on the income of two-wheeled Gojek partner drivers in the Central Jakarta area. This shows that some of the driver-partners still show an attitude of disobedience and obedience to applicable regulations and do not yet have a good view that the importance of being obedient and obedient to regulations does not only affect Gojek itself but himself as an online transportation service worker who in great demand.

The results of the attitude analysis of driver partners, which are measured responsibly, have no significant effect on the income of two-wheeled Gojek partner drivers in the Central Jakarta area. This shows that there is still a lack of awareness of the behavior or actions of some Gojek partner drivers who are negligent in carrying out their duties, this behavior needs to be followed up professionally in an effort to prevent unwanted things from happening.

The results of the attitude analysis of driver partners as measured by honesty, have no significant effect on the income of two-wheeled Gojek partner drivers in the Central Jakarta area. This shows that honest behavior which is known to have a major influence on the attitude of a driver is inversely proportional to the results obtained. In response to this, two-wheeled Gojek partner drivers in the Central Jakarta area must further improve their honest behavior, especially regarding time discipline and facilities (helmets that comply with SNI) provided to Gojek service users.

The results of the analysis of the attitude of the driver-partners, as measured by non-discrimination, do not have a significant effect on the income of two-wheeled Gojek partner drivers in the Central Jakarta area. This shows that good behavior needs to be improved for two-wheeled Gojek driver-partners in the Central Jakarta area in terms of realizing that every human being has the same human rights in living his life, non-discriminatory behavior is very important in carrying out their duties as online transportation service workers by not discriminating between consumers and respecting and appreciating any differences that exist in the consumers themselves.

The results of the attitude analysis of driver partners, as measured by being friendly and sympathetic, have no significant effect on the income of two-wheeled Gojek partner drivers in the Central Jakarta area. This is because getting used to a friendly and sympathetic attitude towards others or users of online transportation services is part of the habit of courtesy which has become a culture in the surrounding environment.

**The effect of rating on the income of Gojek partner drivers**

Based on the results of the tests that have been carried out in this study, it proves that giving a rating as measured by relevance, sensitivity, reliability, acceptability, and practicality has a positive and significant effect on the income of two-wheeled Gojek driver-partners in the Central Jakarta area. This explains that rating is closely related to the income of two-wheeled Gojek driver partners in the Central Jakarta area, where the decision to give a rating is necessary for drivers to obtain maximum income.

Furthermore, the results of the analysis of giving ratings as measured by relevance, have a significant influence on the income of two-wheeled Gojek driver-partners in the Central Jakarta area. This shows that there is a clear relationship between performance standards and organizational goals that are realized through giving ratings to Gojek drivers. Two-wheeled Gojek driver-partners in the Central Jakarta area must be able to adjust Gojek’s performance standards so that Gojek’s goals are achieved in providing quality service.

Additionally, the results of the analysis of giving ratings as measured by sensitivity, have a significant influence on the income of two-wheeled Gojek driver-partners in the Central Jakarta area. This shows that the rating given to two-wheeled Gojek driver-partners in the Central Jakarta area is in accordance with the performance assessed by Gojek service consumers themselves, where they are able to distinguish whether a driver is carrying out his duties effectively or not. Moreover, the results of the analysis of giving ratings as measured by reliability, have a significant influence on the income of two-wheeled Gojek partners in the Central Jakarta area. This shows that reliability has a strong relationship with the rating of two-wheeled Gojek driver-partners in the Central Jakarta area which also affects their income. Where they realize that in the display of Gojek's profile a rating has been stated for their online transportation services which is also a consideration for consumers of Gojek services to continue using the service or cancel.

The results of the analysis on the rating variable as measured by acceptability, have also a significant influence on the income of two-wheeled Gojek driver-partners in the Central Jakarta area. This shows that consumers of online transportation services from Gojek are satisfied with the services of Gojek drivers, especially in providing good quality service for consumers of Gojek services. The results of the analysis on the rating variable as measured by practicality, has a significant influence on the income of two-wheeled Gojek driver-partners in the Central Jakarta area. This shows that the understanding of Gojek drivers regarding good performance has an impact when consumers give a good rating or 5 stars, because this affects the income, they will get from the Gojek company.

**Conclusion**

The conclusions obtained from this study are as follows: (1) Standard operating procedures have a positive and significant effect on the income of two-wheeled Gojek partner drivers in the Central Jakarta area, which states that consumers who use the Gojek application have a good view of services from Gojek. Awareness of the implementation of the standard operating procedures implemented by Gojek is really carried out effectively in accordance with the provisions and drivers already understand the sanctions.
that will be obtained if carrying out their work is not in accordance with the applicable standard operating procedures; (2) The attitude of Gojek partners does not have a significant effect on the income of two-wheeled Gojek driver partners in the Central Jakarta area, which states that there is still a lack of awareness of the behavior or actions of some Gojek partner drivers who are negligent in carrying out their duties, this behavior is necessary to followed up professionally in an effort to prevent unwanted things from happening; (3) Giving a rating has a positive and significant effect on the income of two-wheeled Gojek driver partners in the Central Jakarta area, which states that the understanding of Gojek drivers regarding good performance has an impact when consumers give a good rating or 5 stars, because it affects the income they will get from the Gojek company.

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Conflicts of Interest: The authors declare no conflict of interest.

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