

ABSTRAK

Rendy Fachridan, NIM: 7201210012, “Analisis Perbandingan Motivasi Kerja Antara Driver Ojek Online Gojek dan Driver Ojek Online Grab Di Kota Medan Menurut Teori Kebutuhan Maslow” Skripsi Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2024

Profesi ojek online telah berkembang pesat di Indonesia, menjadi pilihan pekerjaan bagi banyak orang karena fleksibilitas waktu dan peluang penghasilan yang menarik. Meski demikian, para driver menghadapi tantangan terkait pendapatan, kesejahteraan, dan hubungan dengan perusahaan platform. Dengan pendekatan Teori Kebutuhan Maslow, penelitian ini bertujuan untuk menganalisis perbandingan motivasi kerja antara driver ojek online Gojek dan Grab di Kota Medan. Data dikumpulkan pada Oktober 2024 melalui dengan kuesioner yang dibagikan kepada 100 driver dari masing-masing platform menggunakan teknik accidental sampling. Penelitian ini mengukur lima kebutuhan dasar dalam Teori Maslow, yaitu kebutuhan fisiologis, keamanan, sosial, penghargaan, dan aktualisasi diri. Analisis data menggunakan uji Independent T-Test dengan bantuan SPSS versi 23. Hasil penelitian menunjukkan bahwa tidak terdapat perbedaan signifikan pada kebutuhan fisiologis, keamanan, sosial, penghargaan, dan aktualisasi diri antara kedua grup driver. Hasil ini menunjukkan bahwa pemenuhan kebutuhan dalam lima tingkatan Teori Kebutuhan Maslow berperan penting dalam memengaruhi motivasi kerja driver ojek online. Implikasi dari temuan ini adalah bahwa perusahaan penyedia layanan ojek online, seperti Gojek dan Grab, dapat meningkatkan motivasi dan kinerja driver dengan kebijakan yang mendukung pemenuhan kebutuhan driver sesuai teori kebutuhan Maslow.

Kata Kunci: Motivasi, Teori Maslow, Ojek Online, Gojek, Grab

ABSTRACT

Rendy Fachridan, NIM: 7201210012, "Comparative Analysis of Work Motivation Between Gojek Online Motorcycle Taxi Drivers and Grab Online Motorcycle Taxi Drivers in Medan City According to Maslow's Needs Theory"
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The online motorcycle taxi profession has grown rapidly in Indonesia, becoming a job choice for many people due to its time flexibility and attractive earning opportunities. However, drivers face challenges related to revenue, well-being, and relationships with platform companies., this study aims to analyze the comparison of work motivation between Gojek and Grab online motorcycle taxi drivers in Medan City using the Maslow Needs Theory approach. Data was collected in October 2024 through a questionnaire distributed to 100 drivers from each platform using accidental sampling techniques. This study measures the five basic needs in Maslow's Theory, namely physiological, security, social, rewarding, and self-actualization needs. Data analysis uses the Independent T-Test with the help of SPSS versi 23. The results showed that there were no significant differences in physiological, safety, social, rewarding, and self-actualization needs between the two driver groups. These results show that the fulfillment of needs in the five levels of Maslow's Needs Theory plays an important role in influencing the work motivation of online motorcycle taxi drivers. The implication of these findings is that online motorcycle taxi service providers, such as Gojek and Grab, can improve driver motivation and performance with policies that support the fulfillment of driver needs according to Maslow's theory of needs..

Keywords: Motivation, Maslow Theory, Online Motorcycle Taxi, Gojek, Grab

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