

ABSTRAK

Studi ini bertujuan untuk Untuk mengetahui bagaimana Motif Dan Kepuasan Pelayanan Ojek Online Mahasiswa (Presfektikf Driver Mahasiswa dan Penumpang Ojek Online Mahasiswa) Komunitas Ojek Online Daerah Sipin Kota Jambi. Latar belakang studi ini ialah keperluan akan lapangan pekerjaan yang semakin meningkat serta mahasiswa bukan lagi seorang pelajar biasa yang hanya belajar, banyak mahasiswa yang mulai sadar menggunakan waktu luang untuk bekerja salah satunya menjadi driver ojek online. Metode yang dipakai ialah metode deskriptif kualitatif. Hasil penelitian menunjukkan bahwa berdasarkan wawancara mendalam di lapangan bahwa ada banyak alasan memilih bekerja sambil kuliah terutama menjadi driver ojek online di antaranya sebab ingin belajar mencari uang sendiri serta tidak ingin merepotkan orang tuanya selain itu sebab waktu kerjanya yang fleksibel dan dan tidak terikat. Kemudian berdasarkan wawancara di lapangan dari beberapa responden mahasiswa yang bekerja sebagai driver ojek Online mengatakan penghasilan mereka dalam sehari bisa mencapai 50 sampai 150 ribu per hari tersebut tergantung dari jam kerja responden selain itu penghasilan setiap driver setiap hari tidak bisa disamakan sebab banyak dikitnya orderan driver ojek online yang di bisakan semua di atur oleh sistem dan lamanya jam kerja tidak bisa mempengaruhi penghasilan, sebab customer memesan melalui aplikasi, jadi tergantung keberuntungan driver yang mendapatkannya. Lebih lanjut berdasarkan hasil wawancara di lapangan dengan beberapa customer yang pernah mendapatkan driver ojek online yang ternyata seorang mahasiswa, mayoritas customer merasa nyaman saat di bonceng dengan mahasiswa tersebut sebab enak di ajak ngobrol motornya bersih drivernya wangi dan saat berkendara tidak ugal ugalan.

Kata kunci : Motif, Kepuasan Pelayanan.

ABSTRACT

This study aims to find out the motives and satisfaction of student online motorcycle taxi services (perspective of student drivers and student online motorcycle taxi passengers) of the online motorcycle taxi community in Sipin area, Jambi city. The background of this study is the need for increasing employment and students are no longer ordinary students who are just studying, many students are starting to be aware of using their free time to work, one of which is to become online motorcycle taxi drivers. The method used is descriptive qualitative method. The results of the study show that based on in-depth interviews in the field, there are many reasons for choosing to work while in college, especially to become an online motorcycle taxi driver, including because they want to learn to earn their own money and don't want to bother their parents, besides that because their working hours are flexible and free. Then based on interviews in the field from several student respondents who work as online motorcycle taxi drivers, they said their income in a day could reach 50 to 150 thousand per day, depending on the respondent's working hours. Everything online can be regulated by the system and the length of working hours cannot affect income, because customers order through the application, so it depends on the luck of the driver who gets it. Furthermore, based on the results of interviews in the field with several customers who had gotten an online motorcycle taxi driver who turned out to be a student, the majority of customers felt comfortable riding with the student because it was nice to talk to, the motorbike was clean, the driver smelled good and when driving was not reckless.

Keywords : Motive, Service Satisfaction