

THE EFFECT OF ONLINE MOTORCYCLE TAXI ON THE INCOME OF CONVENTIONAL MOTORCYCLE TAXI IN THE SURABAYA

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1. Introduction

The development of internet technology is now changing the lifestyle of the Indonesian people. No denying that the presence of internet technology is very helpful to facilitate work, including transportation mobility. Increasing internet access through this smartphone invites the presence of online transportation services in Indonesia, one of which is an online motorcycle taxi. There are many advantages that online motorcycle taxi have compared to conventional motorcycle taxi, one of which is the cheaper travel costs for consumers of online motorcycle taxis compared to conventional motorcycle taxis¹. Even now people rarely use conventional motorcycle taxis because of the convenience and facilities provided by online motorcycle taxis. This is also because online motorcycle taxi can be used as an alternative in an effort to overcome the risks experienced by the community due to the weakness of the mass transportation system, and congestion that often occurs in the streets of Surabaya, including in the area around the Surabaya bus station². Purabaya bus station is one of the largest transportation access centers in Surabaya because the Purabaya bus station connects cities to provinces. This study aims to determine the impact

of online motorcycle taxis on the income of conventional motorcycle taxis around the Purabaya bus station area by looking at the reality in the field regarding the widespread use of online motorcycle taxis.

2. Research Method

The method used in the data collection of this research was direct interviews with conventional driver drivers in the Purabaya bus station area of 10 people.

3. Result and Analyze

Tabel 1. The result income before there are online motorcycle taxis

Income (Rp)	Amount
100.000-150.000	4
151.000-200.000	3
201.000-250.000	2
251.000-300.000	1

The interview results showed that with working hours of an average of 8-12 hours both before and after the existence of online motorcycle taxis, the ten speakers claimed to experience a decline in income since the rise of online motorcycle taxis. The informant stated that their average income in a day before the existence of online motorcycle taxis ranged from Rp. 200,000 to Rp. 300,000, even at events such as long holidays, Idul Fitri and

homecoming. Their income could reach Rp. 500,000.

Tabel 2. The result income after there are online motorcycle taxis

Income (Rp)	Amount
0-50.000	2
51.000-100.000	5
101.000-150.000	2
151.000-200.000	1

The presence of online motorcycle taxis can reduce the revenue of conventional motorcycle taxis by 80% up to 100%, in fact, 2 out of 10 interviewees claimed that in their lonely days they could not earn any income.

4. Conclusion

The ten speakers claimed to experience a decline in income since the rise of online motorcycle taxi. The presence of online motorcycle taxis can reduce the revenue of conventional motorcycle taxis by 80% up to 100%, although in reality the online ojek regulations have been imposed, it is forbidden to take orders within the Purabaya terminal area, according to one informant, consumers prefer to walk on ojek online, can take orders and order ojek online via the application to get cheaper rates.

Reference

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