The Relationship between Self-Employed Motivation and Individual Work Performance among Online Drivers in West Java, Indonesia

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As a self-employment, the online drivers have faced vulnerability with uncertain situations and over an every day extended period. The uncertain situation has an impact on the instability of their income. Thus, this study aims to investigate the relationship between self-employed motivation and individual work performance. A total of 387 online drivers have participated and selected from four regional areas of West Java, Indonesia through the self-administered questionnaire. The data was analysed using the descriptive statistics and simple linear regression analysis by assisting the SPSS-25. The results of analysis found that the self-employed motivation has a significant positive relationship on individual work performance. In conclusion, the self-employed motivation can increase the individual performance of online drivers in West Java, Indonesia. This study is important for related parties that work on optimising the potential of the self-employment approach in facing the high uncertainty of the workplace environments.

Key words: *Self-employment, Push and pull motivation, Individual work performance, Online drivers.*

Introduction

Work motivation is a general theory for evaluating and comparing the extent to which it is successful in predicting job performance (Kanfer, 1992). The urgency of global digital competition encourages individuals to be creative in earning their income; one form of creativity is doing business through sharing economy, such as sharing assets using the online system (Amato, 2016). It is also known as gig economy that provides more options for entrepreneurship to evolve as the market offers more flexibility to the employees with a self-directed workplace as well as opportunity to increase their earnings (Ravenelle, 2019). He reported that this self-employment method has increasingly taken place in the labour market globally and attracted many people, particularly those who are struggled with the increasing cost of living (Cannon & Summers, 2014).

The flexibility of the working schedule promises gig employees with more opportunity to plan for their daily activities as they are not relying only on one employer but depending on the demand of the services. While this method of employment largely depends on the individual employee themselves, There is debate about their motivation to perform the job since, until this point, limited research has been conducted to explore online employees' attitudes towards their jobs' performance (Kuhn, 2016). The online driver is one example of self-employment work where employees are not directly employed by people or a company. For instance, it being possible for online drivers to offer a ride to potential passengers who do not own vehicles as they can seek the service through the online application (Petropoulos, 2016). Through self-employment, online drivers can provide goods, use their tools, provide services, and have high autonomy for their work (Cohen & Eimicke, 2013). The income system of self-employment on is a performance basis; individual performance is assessed based on the level of productivity (Muda, Rafiki, & Harahap, 2014).

Meanwhile, the online drivers' works are depending upon the demand. Therefore, their works are not guaranteed and consistent every day because being a self-employed employee expose them with an ambiguous situation (McShane & Glinow, 2008 cited Mohd et al. 2014; Boyd & Vozikis, 1994 cited Drnovsek, Wincent, & Cardon, 2009). In this regards, online driver's performance is likely influenced by their motivation to do the job. Motivation can drive individual work performance in business, which resulted in the required attitudes to perform their jobs well (Ryan & Deci, 2000). Motivation influences individual decisions (Shane, Locke, & Collins, 2003). Work motivation is general theories for evaluating and comparing with the extent to which they are successful in predicting job performance (Kanfer, 1992). The essence of this study is to understand how motivation can drive better individual work performance by using the level of productivity as an indicator in measuring the performance (Muda, Rafiki, & Harahap, 2014). The objective of the study is to explore how the

motivations of becoming online drivers and also to analyse the relationship between motivation and individual work performance of online drivers.

Literature Review

Motivation

Fundamentally, motivation is the direction of individual actions towards a particular objective, one of the objectives being to facilitate changes in individual behaviour (Segal et al. 2005; Shahzadi et al., 2014). Encouragement of individuals to do something moved by motivation and the goal of motivation is to activate and energised for an end (Ryan & Deci, 2000). Based on previous research conducted by Chen, Gully, and Eden (2004), pursuing goals and persistence in carrying out tasks are two critical elements of motivation (Mohd et al. 2014). In line with the previous study, Luthan (1998) defined that motivation directs human psychological to control the degree of commitment and individual inner strength in it to achieve specific goals (Nabi et al. 2017). The push to increase or reduce individual work efforts, set and accept the higher purpose, doing tasks with more length of time, and developing something better, is also a motivation driven by a level of Individual self-efficacy (Mohd et al. 2014; Shane, Locke, & Collins, 2003; Drnovsek, Wincent & Cardon, 2009). Individuals have a differentiated not only just how much motivation, more than that the level of motivation derived from the orientation such as the type of motivation like push and pull motivation (Ryan and Deci, 2000).

A study of Audretsh and Vivarelli (1996); Foti & Vivarelli (1994); Ritsila & Tervo (2002) found that the push motivation describes negative situation factors such as the loss of the job (Verheul et al. 2010), the difficulty of getting individual autonomy (Giacomin et al. 2007) dissatisfaction with the current situation, and unemployment push family pressure (Zaouali, Khefacha, & Belkacem, 2014). This study also supports research conducted in the first research from Oxenfeldt (1943) that argued that a person who is becoming self-employment is influenced by the low prospect of employment and the status of unemploy are starting their business voluntarily (Block & Sandner, 2009). Pull factors like market opportunities, financial ambition, and new products (Giacomin et al. 2007) in another word that Giacomin (2007) state pull factors describe in three motivation that is the market opportunity, social status, and profit (Verheul et al. 2010). Pull motivation drives likely entrepreneurs to prepare their job systematically more than entrepreneurs that are starting a business in push motivation (Block & Sandner, 2009).

Self-Employment and Push-Pull Motivations

Self-employment is a piece of individuals who work in their account and risk (Alilovic, Blecich, & Blazekovic, 2017). Unemployment, self-employment, and employment is an arbitrary decision from the activity that can be chosen by individuals (Knight, 1921 cited in Venheul et al. 2010). The motivation of individuals who decide to become an entrepreneur or become self-employed does not lie outside an entrepreneurial intention. The focus of entrepreneurial intention changes the individual decision from unemployment and employment to self-employment (Ojiaku, Nkamnebe, & Nwaizugbo 2018). The motivation drives two different types of entrepreneurs in starting the venture (Block & Sandner, 2009). The difference in the combination of individual motivation, which entails a personal, social and financial risk when deciding to start a business that is full of risks, encourages people to engage in entrepreneurial activity (Venheul et al. 2010).

In the previous study by Ebrahimi and Watchel (1995), they stated that necessity, drives, and incentives are the three elements that show the cause-effect of motivation system (Nabi et al. 2017) besides that opportunity valued as aspects of making profits (Shane, Locke, & Collins, 2003). The opportunities for individuals determine different economic values, which for this research is relevant for using motivational research (Shane, Locke, & Collins, 2003). Implicit in the study of Giacomin (2007) which examines the motivation behind the background of the individual who decides to become self-employed, opportunity entrepreneurs drive the pull motivation and necessity entrepreneurs, drive the push motivation (Giacomin et al., 2007).

The previous study from Johnson and Darneel (1976) argues that the movement of individuals moves to the creation of new firms from two types of function: push or pull such as self-employment from salaried employment or unemployment (Giacomin et al. 2007). The difference between entrepreneurs driven by push and pull motivation is the length of time that businesses have existed, or the time of survival in their work that is encouraged by formal education including experience and practical learning (Block & Sandner, 2009). Besides that, Gilad & Levine (1986) (cited in Verheul et al. 2010) stated that negative motivational factors are two factors that differentiate the background of individual decision to engage in entrepreneurial activities and make individuals an entrepreneur or self-employment.

Individual Work Performance

Performance is vital for individuals, the achievement of satisfaction that has an impact on the existence of a sense of pride (Sonnentag & Frese, 2005). In assessing individual performance in the previous study, it has been explained through the concept of Individual Work Performance. Campbell (1990) explains that Individual Work Performance is individual behaviour that is relevant to achieving organisational goals (Koopmans et al. 2013). There are

four dimensions to assessing Individual work performance. A study by Zanariah et al. (2019) examined the psychological mechanisms (i.e., motivation and commitment) that might underlie the relationship on job performance. Using the hierarchical linear modeling (HLM), they found there is cross-level effect of transformational leadership on motivation, commitment and job performance. The first dimension is task performance, completing basic tasks. The second is the contextual performance, referring to the support of given behaviour to social organisations, the psychological, and environment in the workplace. The third is the adaptive performance, referring to the ability to adapt roles or work environment and lastly, the counterproductive work behaviour, which is directed towards the behaviour that can end the welfare of the organisation (Koopmans et al. 2013). Reciprocity in the form of finance is one of the benefits of maximising individual work performance that must be recognised by self-employment (Sonnentag & Frese, 2005) besides that of competitive advantage (Sonnentag & Frese, 2005; Nabi et al. 2017). Based on the extensive literature review process, we proposed a hypothesis (H1) that self-employment motivation has a positive impact on individual work performance.

Methodology

Research Design

This research began with a brief researcher interview with several online drivers. In the discussion, the researcher put together some hypothesis to construct the study about the relationship between performance and the motivation of the online driver as self-employment. Then, followed problem identification collected from the phenomenon in the results of the interview. After that the researcher includes the previous knowledge that comes from journal and international articles. This study uses an online survey by distributing the questionnaire to collect the primary data. The researcher chooses online drivers in the four-distribution area in West Java, including Purwasuka, Sukabumi, Bandung Raya, and Priangan areas with conducted an online survey by distributing the self-administered questionnaires to 387 online driver respondents in West Java. This questionnaire was created by using the Google form — the list of questions made in Bahasa Indonesia, with the adjusted languages.

The population in this study are online drivers who have obtained quotas for West Java. The estimated percentage population or proportion is one of the concerned of researchers in determining the sample size (Zikmund, 2002 cited in Taherdoost, 2017). In this study, the population was about 15,418. Therefore in determining the number of samples, the researchers refer to a study conducted by Gill et al. 2010, sample size based on 95% confidence intervals and 5% error margin with population size ranging from 10,000 up to 25,000 is 370 to 378 samples (Taherdoost, 2016). The sampling method is the process of extracting a population into a sample, which divided into two probability sampling methods

and non-probability sampling methods (Alvi, 2016). In this study, researchers used purposive sampling that is the sampling that chooses a sample based on the deliberate choice of the researcher with the consideration that the respondent has the expected qualifications based on his knowledge and experience (Etikan, Musa, & Alkassim, 2016).

The online questionnaire is the primary tool in getting the respondents data. The limitation area of the questionnaire is West Java, Indonesia. The researcher is using a Google form to create an online questionnaire by using Bahasa Indonesia. The step of collecting this data consisted of two-parts: the first part consisted of collecting 32 respondents from piloting the data following the validity and reliability test and the the second part collected the data up to 387 respondents. This measurement uses a Likert scale; items asked in a real study hypothesis that studied where the level of agreement of respondent on the metric range (Joshi, Kale, Chandel, & Pal, 2015). The large of the scale of Likert in this study is 10 points. Likert posists one for "strongly disagree" up to ten as "strongly agree". The questionnaire consists of socio-demographic factors such as age, gender, driver job status, daily work length, application that the driver used in doing a job.

Further, the occupation of respondents, i.e. length of work, regional distribution area, daily net income, the daily number of trips, star value on driver application, daily performance, is registered. The last part consists of the online driver motivation and individual work performance of the online driver. For measuring the Self-Employed Motivation of online driver, this study adopts the items that have developed Chang and Chen, (2008) cited on Shahzadi et al. (2014) and Giacomin et al. (2007). Also, the items for measuring the Individual Work Performance are adopted from Koopmans, (2013).

Table 1: The summary of the operational variable(s) definitions and measurement instruments

Variable(s)	Definition of variable(s)	Construct	Item
Motivation	Motivation influences individual decisions (Shane et al., 2003).	Employee motivation	I feel a sense of personal satisfaction when I do this job well
			My opinion of myself goes down when I do the job badly
			I take pride in doing my job as well as I can
			I feel unhappy when my work is not up to my usual standard
			I like to look back at a day's work with a sense of a job well done
			I try to think if way of doing my job effectively

		Push Motivation	To be autonomous
			Get out of unemployment
			Meet family expectations
		Pull Motivation	Enjoy social recognition
			Earn as much money
			Increase your income
Individual Work Performance	IWP is individual behaviour that is relevant to achieving organizational goals (Koopmans et al., 2013)	Task	I managed to plan my work so that it was done on time
			I worked towards the end result of my work
			I had trouble setting priorities in my work.
			I was able to perform my work well with minimal time and effort
			It took me longer to complete my work tasks than intended
		Contextual	I took the initiative when there was a problem to be solved
			I was open to criticism of my work
			I tried to learn from the feedback I got from others on my work
		Adaptive	I think customers/clients/patients were satisfied with my work
			I took into account the wishes of the customer/client/patient in my work
			I have demonstrated flexibility
			I was able to cope well with difficult situations and setbacks at work
			I recovered fast, after difficult situations or setbacks at work
			I easily adjusted to changes in my work
		Counter-productive Work Behaviour	I purposely worked slowly
			I quarrelled with my colleagues, manager, or customers
			I purposely made mistakes

Note: SEM = Self-Employed Motivation, IWP = Individual Work Performance

For analysing the data, this study uses simple linear regression analysis by assisting the statistical software, namely SPSS (Statistical Package for the Social Science) version 25. It is utilised as data management and statistical analysis tool because it is very flexible in its processing capabilities.

Results

Descriptive Statistics

In the first section, we present the result of demography profile of respondents. It aims to identify the distribution of respondents have participated in this study. The results, as seen in Table 2 below:

Table 2: Demography Profile of Respondents

Demography	Category	Frequency	Percent
Age	Less than 17 years	1	0.3
	17-20 years	13	3.4
	21-25 years	75	19.4
	26-30 years	160	41.3
	31-40 years	125	32.3
	41-50 years	12	3.1
	More than 50 years	1	0.3
Gender	Male	375	96.9
	Female	12	3.1
Job Status	Main Job	232	59.9
	Sided Job	155	40.1
Working time per day	Less than 8 hours	72	18.6
	8 to less than 10 hours	114	29.5
	10 to 12 hours	141	36.4
	More than 12 hours	60	15.5
How long becomes an online driver	Less than 6 months	22	5.7
	6 months to less than 1 year	122	31.5
	1 to less than 2 years	213	55.0
	2 years to 5 years	29	7.5
	More than 5 years	1	0.3
Average income per day	Less than IDR 50 thousands	19	4.9
	IDR50 to less than IDR100 thousands	152	39.3
	IDR100 to less than IDR200 thousands	184	47.5
	IDR200 to IDR300 thousands	23	5.9
	More than IDR300 thousands	9	2.3
Average the daily trips	Less than 5 trips	6	1.6
	5 to less than 10 trips	133	34.4

	10 to 17 trips	194	50.1
	More than 17 trips	54	14.0
How much your rating score	Less than 4.7	2	0.5
	4.7	38	9.8
	4.8	159	41.1
	4.9	136	35.1
	5	52	13.4
Average the daily performance	Less than 75%	16	4.1
	75% to less than 100%	243	62.8
	100% and more	128	33.1
Online account do you have	Grab	183	47.3
	Gojek	68	17.6
	Grab dan Gojek	136	35.1
Current domicile	Purwakarta	33	8.5
	Karawang	39	10.1
	Subang	37	9.6
	Kab.Sukabumi	10	2.6
	Kota Sukabumi	21	5.4
	Cianjur	43	11.1
	Kota Tasikmalaya	23	5.9
	Garut	16	4.1
	Banjar	12	3.1
	Pangandaran	40	10.3
	Kota Bandung	54	14.0
	Kab.Bandung	46	11.9
	Cimahi	10	2.6
	Sumedang	2	0.5
	Others	1	0.3
The distribution of operational areas	Purwasuka	108	27.0
	Sukabumi	76	19.6
	Priangan	86	22.2
	Bandung Raya	117	30.2

Table 2 above shows that the majority of respondents aged 26-30 years as much as 41.3%. The majority of the online driver was male as 96.9%. The number of respondents as the main occupation was 59.9%. The majority of respondents have worked in 10 to less than 12 hours per day at 36.4%. The respondents join with this job is about one too less than two years, which is 55.0%. Based on the distribution of operational areas of online drivers in West Java Province, the majority of respondents in this study came from the operational areas of

Bandung Raya to 30.2%. The highest frequency of daily net income among online drivers is IDR 100,000 to less than IDR 200,000 with 47.5%. The number of daily trips online driver ranges from 10 to less than 17 trips each day, with 50.1%. The majority of respondents answer 4.8 value, with 41.1%. The daily performance the majority of respondent answered 75% to less than 100%, as many as 62.8%.

Before embarking on data analysis, we must test the reliability of the measurement scale. This study uses Cronbach's Alpha for ensuring the measurement scale is reliable. The result of the analysis as seen below:

Table 3: The result of reliability testing for self-employed motivation

Item(s)	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
M_4	44.421	48.457	0.371	0.753
M_6	45.305	35.891	0.558	0.703
M_8	44.584	42.907	0.553	0.713
M_9	44.902	41.089	0.398	0.749
M_10	45.525	32.297	0.618	0.686
M_11	44.915	40.322	0.569	0.703
Cronbach's Alpha			0.756	
N of Items			6	

Table 3 displays that the value of Cronbach's Alpha for the variable of self-employed motivation is 0.756 with 6 items retained. Referring the accepted rate of Cronbach's Alpha proposed by Straub et al., (2004) is 0.60 and Taherdoost, (2016) used the cut-off value more than or equal 0.60 is categorized as reliable. Thus, the items used in this study is valid (refer to the value of Corrected item-total Correlation). Its value should be closed to 0.30 or 0.25 and above. Also, for ensuring the reliability of the measurement scale, we can compare the actual value of Cronbach's Alpha with the value of Cronbach's Alpha if Item Deleted. The result indicates that the actual value of Cronbach's Alpha is higher than the value of Cronbach's Alpha if Item Deleted. Thus, we can conclude that the item and reliability of measurement scale for self-employed motivation in this study are valid and reliable.

Table 4: The result of reliability testing for self-employed motivation

Item(s)	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IWP_1	53.871	44.460	.524	.706
IWP_2	53.910	42.803	.536	.700
IWP_8	53.724	44.750	.577	.699
IWP_9	53.687	46.511	.517	.712
IWP_12	53.801	44.092	.560	.699
IWP_14	54.398	40.287	.479	.715
IWP_15	54.904	42.418	.271	.788
Cronbach's Alpha			0.747	
N of Items			7	

Table 4 shows that the value of Cronbach's Alpha for the variable of Individual Work Performance is 0.747 with 7 items retained. The items used in this study is valid (refer the value of Corrected item-total Correlation). Its value should be closed to 0.30 or 0.25 and above. Also, for ensuring the reliability of the measurement scale, we can compare the actual value of Cronbach's Alpha with the value of Cronbach's Alpha if Item Deleted. The result indicates that the actual value of Cronbach's Alpha is higher than the value of Cronbach's Alpha if Item Deleted. Thus, we can conclude that the item and reliability of measurement scale in this study are valid and reliable.

Linear Regression Analysis

The regression analysis aims to obtain the coefficient regression of independent variables by predicting the value of the dependent variable with an equation (Ghozali, 2006). Thus, we need to report the coefficient of determination (R^2). This test is to measure how far the ability of the model used in this analysis in explaining the variation of the dependent variable (Bartels, 2015). The value of coefficient determination ranges between zero and one. When the value close of R^2 to zero it means the ability of the independent variable in explaining the variation of the dependent variable is minimal; if the value is close to one, then the independent variable provides almost all the information needed to predict the dependent variable (Ghozali, 2006). The result of simple linear regression analysis, as seen in Table 5 below:

Table 5: The result of hypothesis testing (simple linear regression)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.971	0.389		17.921	0.000
Self-Employed Motivation	0.226	0.043	0.260	5.282	0.000
R	0.260a		Sum of Squares		30.322
R Square	0.068		df		1
Adjusted R Square	0.065		Mean Square		30.322
Std. Error of the Estimate	1.04249		F		27.900
Durbin-Watson	1.417		Sig.		0.000b
a. Dependent Variable: Individual Work Performance					

Table 5 shows the result of the hypothesis test using simple linear regression. From the above table: we found that the self-employed motivation only explained its relationship on Individual Work performance to be 6.8 per cent (Coefficient determination) and remaining as much as 93.2 per cent which is explained by other variables do not include in this study. Also, this study found that self-employed motivation has a significant positive effect on individual work performance of online driver with the regression coefficient is 0.226, the standard error is 0.043, and the value of t-statistic is 5.282 with significant level is 1 per cent. It means that, by assuming an increase of 1 per cent in the self-employed motivation, it will be giving an effect on individual work performance as much as 22.6 per cent. Thus, the hypothesis that proposed is accepted.

This study examined the levels, relationship and effect of WFC and FWC on job satisfaction involving 487 teachers in Terengganu, Kelantan and Pahang, East Coast of Malaysia. Corroborated with earlier studies (Jamaludin, Ibrahim & Dagang, 2018; Ibrahim, Bakar & Dagang, 2017), the current findings reported that teachers experienced a higher level of WFC compared to FWC. Unable to complete the task at work, the teachers must complete it at home, which places pressure on juggling work and family demands (Panatik & Badri, 2012). Further analysis on the correlation revealed that both WFC and FWC were significantly correlated with job satisfaction. This is supported by studies which found that higher level of WFC and FWC among teachers decreased their levels of job satisfaction (such as Ibrahim, Bakar & Dagang, 2017; Badri & Panatik, 2017)

The current findings revealed that only FWC significantly affected job satisfaction. The more teachers involved in FWC issues, the least they would be satisfied with their job. Managing their family demands while worrying for not focusing on work matters significantly affected satisfaction with jobs. This finding was consistent with the previous study by Ibrahim, Bakar

and Dagang (2017), Badri and Panatik (2017). Following role theory (Kahn et al. 1964), facing multiple roles resulted in overload among teachers which has a detrimental effect on job satisfaction. Conducting this study in Malaysia further validates the research framework and theory in the context of Eastern culture. The current study supports the notion on how engaging in different roles would deteriorate individuals' performance in another role consistent with most Western findings (e.g., Bruck, Allen & Spector, 2002; Cortese, Colombo & Ghislieri, 2010). Despite the study contributions, considerations should be given to the limitations of study including generalising the findings to all teachers in Malaysia since respondents were recruited from East Coast of Malaysia. The common method bias was another limitation found due to using self-reported data as well as cross-sectional design (Cole & Maxwell, 2009; Podsakoff, MacKenzie & Podsakoff, 2012).

Discussion

The Relationship between Motivation and Individual Work Performance

The types of motivation tested in this study are general motivation include employee motivation (Chan & Chen, 2008 cited on Shahzadi et al. 2014), push motivation (Giacomin et al. 2007) and pull motivation (Giacomin et al. 2007). This study finds that the significant value of correlation consists of low scores. Based on literature and data from personal interviews, an individual's personality like self-efficacy and "low priority account" are the other variables that influence motivation itself. In this study, the level of self-efficacy was not measured, whereas the data show that individuals who have high self-efficacy can improve online drivers performance; this is one way of changing negative feedback to positive (Mohd et al. 2014) which is in line with previous studies that stated: encouragement to increase or reduce individual work effort is a motivation that is driven by the level of individual self-efficacy (Mohd et al. 2014; Shane, Locke & Collins, 2003; Drnovsek, Wincent & Cardon, 2009).

Based on the data the researcher conducted a short interview in July 23rd, 2019 at Saung Ma' Uneng Tasikmalaya with Sony Mahmud as one of saving guard in "YL" community and with their leader Asep Yedi: there is a new phenomenon among online drivers called a "low priority account". This phenomenon occurs because it is one effect of the priority system at applicator policy, and this phenomenon occurred around January 2019. The impact is that all drivers have different treatment to increase performance based on the status of the account. It means that in that area most some potential passengers marked with many people open the passenger's applications. The illustration means that the driver's accounts with high priority can get orders even though more than 2 KM. While on the other hand, accounts with low priority, even though the distance from the passenger is less than 10 meters, the order does not enter to this account. This one phenomenon is one form of high uncertainty in this job

reflected in the literature; uncertainty is the events that occur because people cannot identify the current conditions and factors that bring the terms of the occurrence (Toma, Chitita, & Sharpe, 2012). Furthermore, for this reason, they stay in the job because when someday performance is excellent, the income was satisfied (Weska Hendra, private interview, 3/6/2019). Another situation is to be self-employment because the accept push motivation like do not have a job. Pull motivation is high in autonomy. In line with the previous study which stated that the people who choose to be self-employment think that can get the greater benefit of the independence (Hundley, 2001 cited in Block & Sandner, 2009) and also doing business is more satisfying than to be paid as employees (Block & Sandner, 2009).

Conclusions

This study has analysed the variable of motivations for becoming online drivers such as employee-motivation (Chan & Chen, 2008), push motivation (Giacomin et al. 2007) and pull motivation (Kolvereid,1990) as indicators of the preparation of questionnaires that have been made. Furthermore, the H1 research hypothesis: self-employment motivation has a positive impact on individual work performance, accepted, which means that a relationship between the two variables was found. Although the results obtained are moderate in value, motivation contributes as much as 11.7%. The rest of the other variables, 88.3% that affect individual work performance are outside the motivational variable and are not available in this study. Data obtained using by an online distribution and using an online questionnaire. Distribution occurred by spreading the questionnaire into the four-area distribution of online drivers. The research data were analysed using simple linear regression

Limitation and Recommendation for Future Research

The limitations of this study are to see how motivation can drive individual work performance. The object of this research is online drivers in West Java, including four and two-wheeler drivers, who have a driver account in GoJek, Grab, or both. The distribution area of drivers divided into four operational areas in West Java, such as Purwasuka including Purwakarta, Karawang and Subang; Sukabumi including Sukabumi City, Sukabumi district and Cianjur; Priangan including Tasikmalaya City, Banjar, Pangandaran, Garut and Ciamis; and Bandung Raya including Bandung City, Bandung district, and Cimahi. There are some recommendations for future researchers: (i) the next researcher can develop this research by testing other variables such as self-efficacy, the status of the account, satisfaction to compensation, ability to work, satisfaction with the systematic system, and length of work experience. (ii) Furthermore, the next researcher can do this research using other methods such as qualitative methods by observation and in-depth interview with expectations can better understand the characteristics of these online drivers. (iii) Separating the object of research between the two-wheeled and four-wheeled drivers, because the difference between

these two objects affects the motivation for performance so that it will see more clearly on the performance produced. The difference between them shows by the different of identity.

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