ABSTRACT

The study attempted to identify factors affecting and assess the level of motivation of drivers working using Uber Application in Uber Bandung. Motivation plays an important role in work environment. The purpose of this study is to discover what factors of motivation that contribute most to the drivers who use Uber application in Uber Bandung, intrinsically and extrinsically.

The data in this study has been collected using structured questionnaire. The result of the study explores that motivation has a vital role in every each personal, which was separated into extrinsic and intrinsic motivation theory from Herzberg. This research aims to determine the dominant component of motivation variables of drivers who use Uber application in Uber Bandung.

This method of research is quantitive descriptive with using factor analysis. The total population in this research is 875 respondents and use purposive sampling technique to determine the sample amounted 150 respondents. For the validity test, all of the item are considered valid since r-count > r-table. The variables which is extrinsic and intrinsic motivation are considered reliable since the value of cronbach alpha are 0.753 and 0.752. Examination of hypothesis is done by processing data that obtained from the questionnaire using the KMO, Bartlett's Tests and Factor Rotation. This tests functions to test the feasibility of a variable, and the results of the correlation between variables will be seen by considering the MSA and test the reliability using Cronbach Alpha analysis, then interprets the communality value of each variable using Principal Component Analysis.

The KMO value is equal to 0.878 with Chi-square is 1227.983550 (df= 36) and sig= $0.000 < 0.05$. The result show that the personal life factor has the biggest component matrix value of 0.919 and the lowest component matrix value is the salary and wages factor amounted 0.583.

Finally, the study concluded that the drivers who using Uber application in Bandung are adequately motivated, though a significant difference of level of motivation was noticed among gender, different age groups, and length of employment comparison.

Keywords: Motivation, Intrinsic Motivation, Extrinsic Motivation, Factor Analysis, Two-Factor Herzberg Theory.