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The Effectiveness of the Crowdsourcing Concept in Human Resource Management in the Online Motorcycle Taxi Business on the Satisfaction of Partners and Service Users

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ABSTRACT

Crowdsourcing is a concept where complex tasks or problems can be solved through collaboration with a group of people online. In the context of the online motorcycle taxi business, crowdsourcing has proven to be a very effective tool for managing human resources. This is due to several factors, including the wide operational scale, speed of service, and the complexity of user requests. This study aimed to explore the effectiveness of the crowdsourcing concept in human resource management in the online motorcycle taxi business on the satisfaction of partners and service users. The application of crowdsourcing in HR management in the online motorcycle taxi business has proven effective in dealing with the challenges faced by this industry. Labor flexibility, cost efficiency, and access to diverse talent are some of the main benefits of crowdsourcing. However, companies must still pay attention to important management aspects such as service quality and good working relations to ensure the success and long-term effectiveness of this crowdsourcing strategy.

1. Introduction

In the digital era that continues to grow, the online motorcycle taxi business has become one of the fastest-growing sectors in the transportation industry. This rapid growth brings new challenges in human resource (HR) management to meet the ever-increasing demand. One effective approach to dealing with this challenge is to implement crowdsourcing in HR management. Crowdsourcing is a concept where complex tasks or problems can be solved through collaboration with a group of people online (Howe, 2006). In the context of the online motorcycle taxi

business, crowdsourcing has proven to be a very effective tool for managing human resources. This is due to several factors, including the wide operational scale, speed of service, and the complexity of user requests.

One of the main benefits of implementing crowdsourcing in HR management in the online motorcycle taxi business is its ability to increase workforce flexibility. In a dynamic and changing environment like the online motorcycle taxi business, user demands can rise and fall suddenly. By using crowdsourcing, the platform can quickly connect



drivers with existing user requests, thereby ensuring optimal availability of rides without having to directly contract large numbers of drivers. In addition, crowdsourcing also provides benefits in terms of cost efficiency. In traditional HR management, companies have to spend much money to recruit, train and retain employees. However, with crowdsourcing, companies can reduce these costs, as they only pay drivers based on the use of the service. This allows online motorcycle taxi companies to optimize their HR spending better while still maintaining a good quality of service (Ng, 2012; Boudreau, 2013).

In addition to these advantages, crowdsourcing also allows online motorcycle taxi companies to access a wider variety of talents and expertise. In the crowdsourcing model, individuals with various backgrounds and skills can join and contribute to the company's operations. This opens up opportunities for innovation and the development of new products and services that can enhance the user experience. However, the effectiveness of crowdsourcing in HR management in the online motorcycle taxi business also has challenges and risks that need attention. One of the main challenges is ensuring consistent service quality. In crowdsourcing, companies must ensure that the drivers involved are of a quality standard that matches their brand image. In addition, companies must also actively engage drivers, provide feedback, and maintain good working relationships to ensure driver and user satisfaction. This study aimed to explore the effectiveness of the crowdsourcing concept in human resource management in the online motorcycle taxi business to the satisfaction of partners and service users. This research is qualitative research that explores and describes in detail a situation or phenomenon of the research object studied by developing concepts and gathering existing facts. Raw data is analyzed and organized by data collection date, data source, data type, data description, and data nature. All data must be read in order to find out what

data has been obtained, the source of the data, and its meaning (Maglio, 2008; Angulo-Pareja, 2017).

2. Literature Review

Crowdsourcing

The concept of crowdsourcing is the process of gathering contributions, ideas, knowledge, or resources from a group of people online or through digital platforms. In crowdsourcing, individuals with diverse backgrounds and skills participate in completing tasks or solving complex problems. This concept is based on the belief that the "collective intelligence" of many people can produce better solutions than can be achieved individually.

There are several forms of crowdsourcing that are commonly used, including: 1) Crowdsourcing of ideas: Engaging the wider community to contribute with new ideas or creative solutions to a specific problem or project. This can be done through competitions, discussion forums, or special crowdsourcing platforms. 2) Crowdsourcing of work: Using the workforce of a group of people to complete a specific task or project. An example is a freelancer platform that allows companies or individuals to hire freelancers for specific jobs. 3) Crowdsourcing funding (crowdfunding): Collecting funds from the public collectively to support a particular project or initiative. Through the crowdfunding platform, individuals or companies can request financial support from interested people. 4) Crowdsourcing data: Collecting data or information from a group of people who participate voluntarily. An example is a voluntary data collection project for research or technology development.

The role of the crowdsourcing concept in HR management

The concept of crowdsourcing has an important role in HR (human resources) management. In situations where the demand for labor can fluctuate or is difficult to predict, crowdsourcing allows companies



to quickly meet workforce needs. By relying on a base of drivers or freelancers registered on the crowdsourcing platform, companies can easily scale their workforce according to existing demand without having to directly recruit and train new employees. Crowdsourcing allows companies to manage their HR more flexibly and scalably. They can adjust the number of drivers or freelancers involved in their operations according to fluctuations in demand. This allows companies to increase operational efficiency and avoid the high overhead costs associated with regular employees (Jin, 2016).

Through crowdsourcing, companies can access the talent and expertise of a broad group of people participating in the platform. They may rely on the specific knowledge, skills, or experience possessed by these individuals to complete complex tasks or projects. In this way, companies can optimize their performance by combining the various available human resources. Crowdsourcing can be a source of new ideas and creative solutions. Through the participation of the wider community in overcoming certain challenges or problems, companies can gain diverse perspectives and innovative approaches in HR management. This can help companies find new solutions or improve existing practices in their human resource management (Ipeirotis, 2010).

Crowdsourcing can also involve users or customers in HR-related decision-making processes. Through feedback, reviews, or active participation in forums or discussions, users can contribute to improving services and developing better HR strategies. This helps companies to better understand users' needs and preferences and increase their satisfaction. Overall, the crowdsourcing concept provides an innovative and effective approach to HR management. By leveraging collective intelligence and broad human capital, companies can optimize the use of the workforce, improve operational efficiency and respond quickly to changing demands in the market (Kim, 2011).

3. Methods

This research is qualitative research that explores and describes in detail a situation or phenomenon of the research object studied by developing concepts and gathering existing facts. This research was conducted online by utilizing various online communication features to obtain information from informants. The informants in this study were online motorcycle taxi partners and users of online motorcycle taxi services aged more than 17 years, the informant's contact number had been obtained by the researcher through a legal process and did not violate applicable regulations, and the informant had agreed to participate in this study. The sampling process was carried out until data saturation occurred from the informant interview process.

To collect data from information sources (informants), research requires assistance instruments, namely screening forms, informant data, interview guidelines, and recording equipment. In this research, primary data and secondary data are needed. Primary data is data directly from the original source. This data was collected at the time of conducting interviews through cellular communication channels or through various other communication media. While secondary data is data obtained through a review of documents and literature sources, journals, and research reports related to the theme of this study. Raw data is analyzed and organized by data collection date, data source, data type, data description, and data nature. All data must be read in order to find out what data has been obtained, the source of the data, and its meaning. After collecting data, researchers must know what information each informant conveys and compare it with other informants. By understanding all the data, the researcher will be able to select/reduce important, new data and data related to the research question. Furthermore, researchers can also classify or group, or create themes for the selected data. Coding is the process of marking the data that has been grouped.



Groups of similar data are given the same code. Through coding, researchers can produce new categories or themes. Through coding, researchers produce themes or categorizations of research data which are findings. Based on the resulting themes, the researcher then makes brief and systematic descriptions so that the themes found become clearer. The next step is to look for relationships between one theme and another. The results of the construction of relationships between themes or categories then need to be interpreted so that other people understand them.

4. Results and Discussion

The results of interviews with 62 informants show satisfaction from both partners and service users with the existence of an online motorcycle taxi business that applies the crowdsourcing concept to its HR management. Qualitative analysis of online motorcycle taxi business service partners shows some interesting findings. Online motorcycle taxi partners who are involved in the crowdsourcing concept are satisfied because they have the opportunity to be actively involved in making decisions related to services. They can provide input, suggestions, and feedback that can contribute to better service improvement and development. The concept of crowdsourcing can provide high work flexibility for online motorcycle taxi partners. They can adjust their work schedule according to their own preference and availability. In addition, through crowdsourcing, they can also have the opportunity to better optimize their revenue, especially when there is a surge in demand on the platform. In the crowdsourcing model, online motorcycle taxi partners can feel a sense of ownership and appreciation for their contributions. By being involved in the service development process and being part of an active community, they can feel valued and have an important role in the success of the online motorcycle taxi business.

A qualitative analysis of online motorcycle taxi service users also found some interesting findings. Online motorcycle taxi users are satisfied because the crowdsourcing concept allows easier access to available motorcycle taxis and drivers. They can count on responsive and fast service in responding to their requests. Online motorcycle taxi users often enjoy the diversity and choices offered by the crowdsourcing concept. They can choose a driver based on ratings, reviews, or personal preferences. This provides flexibility and allows them to choose the service that suits their needs and preferences. The concept of crowdsourcing can also contribute to improving the quality of service for users. Through feedback and other user ratings, drivers participating in crowdsourcing may be more motivated to provide good service and meet user expectations. Online motorcycle taxi users may feel satisfied with the online motorcycle taxi business that applies the concept of crowdsourcing because they often witness new innovations and developments in the service. Contributions and input from various parties through crowdsourcing can encourage companies to continue to innovate and improve the user experience (Surowiecki, 2004; Bernstein, 2010)

A study found that companies that implement crowdsourcing in the recruitment process can reduce the time needed to find and recruit suitable candidates. By involving the wider community, companies can gather more potential candidates quickly, saving time that would normally be required in screening and screening (Malhotra, 2007). Other studies show that by involving many people in the selection process, crowdsourcing can produce better-quality candidates. By involving multiple perspectives and judgments from a participating pool of people, companies have the opportunity to tap into diverse talent and engage a wider audience in assessing candidate qualifications (Schenk, 2009; Hossain, 2012). Other studies highlight that crowdsourcing can encourage innovation and creative solutions in HR



management. In situations where various individuals with different backgrounds and skills are involved, new ideas and innovative approaches can emerge, helping companies overcome complex challenges in HR management (Mollick, 2014; Prpić, 2015). Several studies have shown that involving users in a crowdsourcing process for HR management can increase their satisfaction with the service (Brabham, 2008; Brabham, 2010). A study found that users who are given the opportunity to provide input and participate in service development feel more satisfied with their experience and feel they have a more active role in the formation of company policy (Tsekouras, 2014). A study states that crowdsourcing in HR management can reduce costs associated with the recruitment and selection process (Rouse, 2014). By relying on crowdsourcing, companies can save on advertising costs, lengthy selection processes, and costs related to recruiting and training (West, 2015).

5. Conclusion

The application of crowdsourcing in HR management in the online motorcycle taxi business has proven effective in dealing with the challenges faced by this industry. Labor flexibility, cost efficiency, and access to diverse talent are some of the main benefits of crowdsourcing. However, companies must still pay attention to important management aspects such as service quality and good working relations to ensure the success and long-term effectiveness of this crowdsourcing strategy.

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