ADOPTION OF ONLINE TRANSPORTATION INNOVATION BASED ON GAMIFICATION OF WORK IN APPLICATION REVIEW AND DRIVER PERFORMANCE.

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- **Abstract:** Gamification applications were initially used in gameplay to cause fun and motivation. Furthermore, this application is used in education for the learning process and within the company in developing employee performance. This study reviews and analyzes the gamification of the work model on online drivers as partners of application users. Land transportation has transformed where motorized vehicles are used as a business medium through gamification-based applications. The members of the Go-Jek management team as online motorcycle taxi drivers have exceeded two million people. The facility is popular because of changes in people's lifestyles and reasons for employment. This study focuses on the attitude of motorcycle taxi drivers as users of gamification-based online applications to measure performance and finds models within the diffusion of innovation. A qualitative study approach to sensemaking was used by interviewing 30 drivers in five major cities in Central Java. The results found that gamification-based online motorcycle taxi applications were adopted after passing the knowledge stage based on socio-economic aspects, individual willingness, and established communication patterns. This was followed by the persuasion stage, which included profit, observation, trial-ability, compatibility, complexity, and risk. Adopters decide, implement, and confirm their willingness to accept the innovation to maintain or improve quality during the persuasion stage.
- **Keywords:** Gamification applications, Land transportation, Central Java, profit, observation, trial-ability, compatibility, complexity, and risk