

The Role of Personality Type as Predictor of Trust among Ridesharing Community: Study in Nebengers Community Jakarta

Authors : Firdaus Amri, Ima Sri Rahmani

Abstract : Traffic jam becomes the main problem among the people in a metropolitan city, especially in Indonesia. Nebengers, as one of ridesharing community in Indonesia, offer solutions against this problem. Nebengers is a social media community that connect people who want to give the ride and who want to ask for the ride. But in reality, Nebengers still have quite problems, especially regarding the safety issue. Practically, in this issue, they (people in Nebengers) only depend on trust between the one who gives the ride and who asks for the ride. Trust is defined as an expectation that partners, including potential partners, have goodwill and benign intent in their dealing with one and another. This paper will examine the role of personality type as predictor of trust among Nebengers community. Hexaco Personality consists of six dimensions (honesty-humility, emotionality, agreeableness, conscientiousness, extraversion, and openness to experience) is used in this research. By using snowball sampling, we took 250 respondents from Nebengers community as participants for this research. They complete questionnaires which are provided in online form. The role of each personality type as a basic analysis to understand trust among Nebengers community will be discussed in this research.

Keywords : Nebengers, personality type, ridesharing, trust

Conference Title : ICTTP 2016 : International Conference on Traffic and Transportation Psychology

Conference Location : Istanbul, Türkiye

Conference Dates : April 19-20, 2016