INTISARI

Penelitian ini memiliki tujuan untuk menganalisis faktor-faktor yang memengaruhi pendapatan *driver* GO-JEK di Kota Yogayakarta. Masalah yang diambil adalah seberapa besar pengaruh dari masing-masing variabel jam kerja, tingkat pendidikan, pengalaman kerja, *smartphone*, jarak *pick up*, dan kerja perbulan terhadap pendapatan *driver* GO-JEK di Kota Yogyakarta. Data yang digunakan adalah data primer yang diambil dari observasi. Metode penelitian ini menggunakan *Quantitative methodology,* dengan analisis menggunakan *Ordinary Least Squares (OLS)*. Berdasarkan hasil penelitian yang dilakukan diperoleh bahwa jam kerja, pengalaman kerja, *smartphon*e, dan kerja perbulan berpengaruh positif dan signifikan terdahap pendapatan *driver* GO-JEK di Kota Yogyakarta. Jarak *pick up* berpengaruh negatif dan signifikan terhadap pendapatan *driver* GO-JEK di Kota Yogyakarta. Tingkat pendidikan berpengaruh positif dan tidak signifikan terhadap pendapatan *driver* GO-JEK di Kota Yogyakarta. Berdasarkan uji F menunjukkan bahwa variabel jam kerja, pengalaman kerja, jarak *pick up, smartphone* dan kerja perbulan berpengaruh secara simultan terhadap variabel pendapatan *driver* GO-JEK.

Kata kunci: jam kerja, tingkat pendidikan, pengalaman kerja, jarak *pick up*, *smartphone* kerja perbulan, dan pendapatan *driver* GO-JEK

ABSTRACT

The aims of this study is to analyze the factors that affect the income of GO-JEK drivers in Yogyakarta City. The problems are about how much the affect of each work hour variables, the education level, the working experience, the smartphone, the picking up distance, and monthly work of GO-JEK driver income in Yogyakarta City. Primary data is used and it is taken from observation. This study use Quantitative methodology, with analysis using Ordinary Least Squares (OLS). Based on the results of the study, it was found that working hours, working experience, smartphones, and monthly work had a positive and significant impact on GO-JEK driver's revenue in Yogyakarta City. The pick-up distance had a negative and significant effect on GO-JEK driver's income in Yogyakarta City. The level of education had a positive and insignificant effect on its income. Based on the F test, it indicates that the variables of working hours, working experience, distance pick up, smartphone and monthly work simultaneously affect the income variable of the GO-JEK drivers.

Keywords: working hours, education level, working experience, picking up distance, smartphone, monthly work, and GO-JEK driver's income