ABSTRACT

In the modern era like today, technology has progressed so that it can facilitate human life. So that an online transportation service company appears. One of them is GO-JEK, which is already available in almost all major cities in Indonesia. However, in Go-Jek Tegal, there are problems related to compensation and the lack of transparency in communication between the driver and the Go-Jek makes the GO-JEK driver's performance decline due to unclear company policies. Therefore there is a need for testing related to compensation and communication on the performance of GO-JEK drivers in Tegal.

The population in this study were all GO-JEK drivers in Tegal with a total of 500 people. The sample used in this study was 85 Driver Go-Jek in Tegal. The sampling technique is a simple random sampling technique. The questionnaire is used as a research instrument for data retrieval. This type of research is quantitative descriptive while the data obtained were analyzed through multiple regression analysis and for the analysis tool used in this study, namely SPSS 23.

The results showed that there was a significant positive effect between compensation with the performance of the Go-Jek driver in Tegal and there was a significant positive influence between the communication with the performance of the Go-Jek driver in Tegal. It is recommended that GO-JEK companies need to improve other compensation systems such as bonuses and benefits and need a new way from Go-Jek to accommodate driver complaints so that communication can run well between drivers and PT Go-Jek and in the future can improve the performance of the driver itself.

Keywords : Online transportation services, driver performance, compensation, communication