

ABSTRACT

The development of science and technology influences the development of transportation technology that invites the presence of online transportation, one of which is GO-JEK. This study aims to analyze the factors that affect the GO-JEK Driver's income in Semarang City, including the number of points, the average tariff of each order, the flow of work hours, and work experience.

The population in this study is unknown from the authority of the GO-JEK office in Semarang City so the determination of the sample uses a minimum sample calculation formula with a sample size of 100 GO-JEK drivers in Semarang City taken by simple random sampling. The type of data collected is primary data. Data collection methods are questionnaires and interviews. The data analysis method used is multiple linear regression analysis using SPSS version 25.

The results showed that the number of points, the average tariff of each order, the flow of working hours, and work experience simultaneously had an influence and significant on income. R2 value is 0.899, means the effect of independent variables on income is 89.9 percent while the remaining 10.1 percent is influenced by other variables outside this regression equation or variables not examined. Partially, variable number of points, average tariff of each order, and flow of work hours have a positive and significant effect on income while work experience has no effect and is not significant on income but has a positive relationship.

Keywords : Number of Points, Average Tariff of Each Order, The Flow of Working Hours, Work Experience, Income.