

## **ABSTRACT**

*The job of becoming a Gojek Driver is another way to increase income outside a fixed income, but there are also those who make a job of a Driver a regular job, taking the risk of leaving the job he already has before becoming a driver. then how and what factors motivate and influence them to do that. those who are drivers are also many who are in a very productive age  $\leq 30$  years.*

*This study aims to analyze the factors that influence a person to become a Gojek Driver, age, education, income, amenability, and leisure time owned by Gojek Drivers in Semarang. The study used cross section data totaling 100 respondents Gojek Driver. The analytical method used in this study is Logistic Regression.*

*The results showed that age, income and leisure time had a positive and significant effect on the length of time a person became a Gojek Driver. Conversely, education has a negative and insignificant effect on the length of time a person becomes a Gojek Driver. On the other hand amenability have a positive and insignificant effect on the length of time a person becomes a Gojek Driver. The insignificant results on education are caused by the average level of education of the same relative driver, namely the high school level.*

*Keywords: Duration of being a driver, age, education, income, amenability, leisure time, Logistic Regression.*