

ABSTRACT

The development of online transportation services is much more profitable for the community because of the ease of access and also a system that is much more transparent and on target. Many people turn to online transportation that is more effective and efficient. One of the online transportation service providers in Semarang is Grab with the GrabBike service. GrabBike helps absorb labor so that many people who are unemployed and do not have special skills but can ride motorbikes can still work and thus reduce poverty. This study was conducted to analyze the effect of diamond intensive, working hours, service quality, tariff, and number of orders on the income of GrabBike drivers in Semarang City.

The sampling technique in this study used the accidental sampling technique. With a sample size of 100 GrabBike drivers in Semarang City. The type of data used in this study is primary data including interviews, questionnaires with GrabBike drivers in Semarang City. The analytical tool used in this study is the method of multiple linear regression analysis with the SPSS 25 application.

Based on data analysis, it was found that the variables of incentives, working hours, and number of orders have a significant positive effect on the income of GrabBike drivers. The tariff variable has a significant negative effect on the income of GrabBike drivers. While the service quality variable does not have a significant effect on the income of GrabBike drivers.

Keywords: *diamond intensive, working hours, service quality, tariff, number of orders, and income*