

ABSTRAK

PENGARUH KOMPENSASI DAN FLEKSIBILITAS KERJA TERHADAP KEPUASAN KERJA PADA *DRIVER* OJEK *ONLINE* DI BANDAR LAMPUNG

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Di era perkembangan teknologi saat ini, muncul beberapa pengembangan teknologi dalam bidang transportasi, seperti transportasi *online*. Tidak heran apabila banyak *start up* ataupun perusahaan-perusahaan yang bergerak di bidang transportasi *online*. Pengembangan tersebut membuat model aplikasi yang dapat diakses melalui *handphone*. Banyaknya perusahaan penyedia layanan transportasi berbasis *online* membuat persaingan semakin ketat, sehingga perusahaan harus meningkatkan kinerja mitra atau *driver online*. Untuk itu kinerja *driver online* menjadi perhatian penting bagi setiap perusahaan transportasi *online* untuk dapat memenangkan persaingan.

Penelitian ini bertujuan untuk mengetahui pengaruh kompensasi dan fleksibilitas terhadap kepuasan kerja *driver* ojek *online* di Bandar Lampung. Metode penelitian yang digunakan adalah kuantitatif yaitu suatu proses menemukan pengetahuan yang menggunakan data berupa angka sebagai alat menganalisis keterangan mengenai apa yang ingin diketahui. Pada penelitian ini menggunakan kuesioner dengan skala likert. Populasi penelitian ini adalah *driver* ojek *online* di Bandar Lampung dan sampel diambil sebanyak 189 orang. Analisis data menggunakan analisis regresi linier berganda dengan alat analisis IBM SPSS 26.

Hasil penelitian menunjukkan bahwa kompensasi dan fleksibilitas berpengaruh positif terhadap kepuasan kerja. Perusahaan penyedia jasa layanan transportasi *online* diharapkan dapat meningkatkan kompensasi seperti gaji, tunjangan, insentif ataupun bonus *performance* dan memberikan fleksibilitas pada waktu dan tempat kerja yang dapat di sesuaikan oleh para *driver* ojek *online*. Sehingga dengan itu kepuasan kerja *driver* ojek *online* akan meningkat.

Kata Kunci: *Kompensasi, Fleksibilitas, dan Kepuasan Kerja.*

ABSTRACT

THE INFLUENCE OF WORK COMPENSATION AND FLEXIBILITY ON JOB SATISFACTION ON ONLINE OJEK DRIVERS IN BANDAR LAMPUNG

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In the current era of technological development, several technological developments have emerged in the field of transportation, such as online transportation. It is not surprising that there are many start-ups or companies engaged in online transportation. This development creates an application model that can be accessed via mobile phones. The large number of online-based transportation service provider companies makes competition even tougher, so companies must improve the performance of online partners or drivers. For this reason, the performance of online drivers is an important concern for every online transportation company to be able to win the competition.

This study aims to determine the effect of compensation and flexibility on job satisfaction of online motorcycle taxi drivers in Bandar Lampung. The research method used is quantitative, namely a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know. In this study using a questionnaire with a Likert scale. The population of this study were online motorcycle taxi drivers in Bandar Lampung and 189 people were taken as a sample. Data analysis used multiple linear regression analysis with the IBM SPSS 26 analysis tool.

The results showed that compensation and flexibility have a positive effect on job satisfaction. Companies that provide online transportation services are expected to be able to increase compensation such as salaries, benefits, incentives or performance bonuses and provide flexibility in time and place of work that can be adjusted by online motorcycle taxi drivers. So that with that the job satisfaction of online motorcycle taxi drivers will increase.

Keywords: Compensation, Flexibility, and Job Satisfaction.