

ABSTRACT

The development of digital technology has changed the transportation sector in Indonesia, one of which is the emergence of online transportation services such as Gojek. Bandung City is one of the areas with a high number of Gojek drivers. However, various problems arise, especially related to compensation and work environment that have the potential to affect the work motivation of the drivers. This condition raises the question of how much influence these two factors have on the work motivation of Gojek drivers in Bandung City.

This study has three main objectives. First, to describe the variable conditions of compensation, work environment, and work motivation in Gojek drivers in Bandung City. Second, to test the partial effect of each independent variable (Compensation and Work Environment) on the dependent variable (Work Motivation). Third, to examine the simultaneous effect of the two independent variables on the dependent variable.

The method used in this research is quantitative method with descriptive and causality. Data were collected through distributing questionnaires to 96 respondents of active Go-Ride drivers in Bandung City who were determined using the Lemeshow formula with a margin of error of 10%. The sampling technique used was non-probability sampling with accidental sampling. The analysis techniques used include descriptive analysis, classical assumption test, multiple linear regression analysis, T test, F test, beta coefficient test, and coefficient of determination test. All data was analyzed with the help of SPSS software.

The results showed that respondents' perceptions of the Compensation variable (56.5%), Work Environment (63%), and Work Motivation (56%) as a whole were in the Moderate category. The results of hypothesis testing prove that Compensation and Work Environment, both partially and simultaneously, have a positive and significant effect on Work Motivation. Beta coefficient analysis shows that Work Environment ($\text{Beta} = 0.468$) has a relatively more dominant influence than Compensation ($\text{Beta} = 0.465$). In addition, the coefficient of determination test shows that the two variables are able to explain 65.7% of the variation in Work Motivation.

This research provides a practical contribution for Gojek applicators in designing more realistic compensation policies and a work environment that prioritizes drivers. In addition, this research also makes an academic contribution in enriching the literature on work motivation in the context of the gig economy. The suggestion from the researcher is that the applicator consider evaluating the incentive system and strengthening job protection for Gojek drivers.

Keywords: Compensation, Work Environment, Work Motivation