

ABSTRAK

Syakira Albaar, 2024. Penyerapan Tenaga Kerja Jasa Transportasi Online Di Kota Ternate (Studi Kasus Gojek Bike Dan Grab Bike). Dibimbing Oleh: Dr. Abdul Chalid Ahmad dan Musdar Muhammad.

Penelitian ini bertujuan untuk menganalisis dampak keberadaan transportasi online (Gojek Bike dan Grab Bike) dan menganalisis dampak pendapatan driver transportasi online (Gojek Bike dan Grab Bike). Penelitian ini dilakukan pada *driver* transportasi online yang ada di Kota Ternate, yakni Gojek Bike dan Grab Bike. Penarikan sampel dalam penelitian ini adalah menggunakan teknik *Snowball Sampling* (sampel bola salju). Jenis sampel ini bersifat non-probabilitas (*non-random*) dan Grab Bike. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 50 responden, yaitu masing-masing 25 responden *driver* Gojek Bike dan Grab Bike. Penelitian ini merupakan jenis penelitian kuantitatif berupa hubungan fungsional antar variabel melalui pendekatan analisis regresi linier berganda.

Hasil penelitian ini menunjukkan keberadaan transportasi *online* meliputi Gojek *bike* dan Grab *bike* di Kota Ternate berpengaruh signifikan terhadap peluang penyerapan tenaga kerja bagi Ojek *online*; dan Rata-rata tingkat pendapatan per bulan yang diperoleh *driver* Ojek *online* (Gojek *bike* dan Grab *bike*) berpengaruh signifikan terhadap peluang penyerapan tenaga kerja bagi Ojek *online* di Kota Ternate.

Kata Kunci: *Transportasi, Online, Penyerapan, Tenaga Kerja.*

ABSTRACT

Syakira Albaar, 2024. Employment of Online Transportation Services in Ternate City (Case Study of Gojek Bike and Grab Bike). Supervised by: Dr. Abdul Chalid Ahmad and Musdar Muhammad.

This research aims to analyze the impact of the existence of online transportation (Gojek Bike and Grab Bike) and analyze its impact on the income of online transportation drivers (Gojek Bike and Grab Bike). This research was conducted on online transportation drivers in the city of Ternate, namely Gojek Bike, Gojek Bike and Grab Bike. Sampling in this research used the Snowball Sampling technique. This type of sample is non-probability (non-random sampling). This research was conducted on online transportation drivers in the city of Ternate, namely Gojek Bike and Grab Bike. The number of samples used in this research was 50 respondents, namely 25 respondents each from Gojek Bike and Grab Bike drivers. This research is a type of quantitative research in the form of functional relationships between variables using a multiple linear regression analysis approach.

The results of this research show that the existence of online transportation, including Gojek bikes and Grab bikes in Ternate City, has a significant influence on opportunities for employment for online motorcycle taxis; and The average monthly income level obtained by online motorcycle taxi drivers (Gojek bike and Grab bike) has a significant influence on employment opportunities for online motorcycle taxi drivers in Ternate City.

Keywords: Transportation, Online, Absorption, Labor.