

ABSTRAK

PENGARUH MOTIVASI, DISIPLIN DAN REWARD TERHADAP KINERJA OJEK ONLINE DI KOTA MEDAN

Fariza Fitria, S.E, M.M.

Email : farizafitria@unprimdn.ac.id

UNIVERSITAS PRIMA INDONESIA

Gabriel Richard Asa

Email : gabrielrayasah22@gmail.com

UNIVERSITAS PRIMA INDONESIA

Feres Henokh Purba

Email : Krisdiantopurba1706@gmail.com

UNIVERSITAS PRIMA INDONESIA

Daniel William Panjaitan

Email : daniellpjt29@gmail.com

UNIVERSITAS PRIMA INDONESIA

Penelitian ini bertujuan untuk menganalisis pengaruh motivasi, disiplin, dan reward terhadap kinerja pengemudi ojek online di Kota Medan. Jumlah sampel dalam penelitian ini adalah 100 responden yang merupakan mitra pengemudi ojek online. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif. Teknik analisis data yang digunakan adalah regresi linier berganda. Uji hipotesis dilakukan secara simultan menggunakan uji F dan secara parsial menggunakan uji t. Hasil penelitian menunjukkan bahwa secara simultan variabel motivasi, disiplin, dan reward tidak berpengaruh signifikan terhadap kinerja ojek online di Kota Medan. Secara parsial, ketiga variabel tersebut juga tidak memiliki pengaruh yang signifikan terhadap kinerja responden dalam penelitian ini.

Kata Kunci : Motivasi, Disiplin dan Reward

ABSTRACT

"The Influence of Motivation, Discipline, and Rewards on the Performance of Online Motorcycle Taxi Drivers in Medan City"

Fariza Fitria, S.E, M.M.

Email : farizafitria@unprimdn.ac.id

UNIVERSITAS PRIMA INDONESIA

Gabriel Richard Asa

Email : gabrielrayasah22@gmail.com

UNIVERSITAS PRIMA INDONESIA

Feres Henokh Purba

Email : Krisdiantopurba1706@gmail.com

UNIVERSITAS PRIMA INDONESIA

Daniel William Panjaitan

Email : daniellpjt29@gmail.com

UNIVERSITAS PRIMA INDONESIA

This study aims to examine the influence of motivation, discipline, and rewards on the performance of online motorcycle taxi drivers in Medan City. The sample consisted of 100 respondents who work as online motorcycle taxi drivers. A quantitative approach with a descriptive method was applied in this research. The data were analyzed using multiple linear regression. Hypothesis testing was conducted simultaneously using the F-test and partially using the T-test. The results of the analysis indicate that, simultaneously, the variables of motivation, discipline, and rewards do not have a statistically significant effect on the performance of online motorcycle taxi drivers. Similarly, in partial testing, none of the three variables showed a significant influence on driver performance.

Key Words : Motivation, Discipline, and Rewards