

## ANALYSIS OF THE DETERMINANTS OF GOJEK DRIVERS INCOME IN DENPASAR CITY

Putu Pande Ardiputra Nugraha, Ni Putu Martini Dewi

Universitas Udayana

Email: [ardi.putranugraha@gmail.com](mailto:ardi.putranugraha@gmail.com)

### ABSTRACT

Community mobility requires adequate transportation services. The rapid advancement of technology has led to the emergence of online transportation, particularly application-based services that simplify access to mobility. One prominent example is online motorcycle taxis, such as Gojek, which not only offer transportation and delivery services but also create job opportunities with flexible working hours as a key attraction. The income earned by Gojek drivers is determined by various factors, including fares, working hours, the number of transactions completed, and performance-based incentives. This study investigates how these fares, working hours, number of transactions, and incentives affect the income of Gojek drivers in Denpasar City. This study aims to examine the influence of fares, working hours, number of transactions, and incentives on the income of Gojek drivers in Denpasar City, both simultaneously and individually, and to identify the most dominant factor affecting their income. The research was conducted in Denpasar City with a sample of 96 Gojek drivers selected through a convenience (incidental) sampling technique. Primary data were collected through observation, structured and unstructured interviews, as well as documentation. The research data were analyzed using multiple linear regression, supported by classical assumption tests, F-tests to assess the joint significance of the variables, t-tests to evaluate individual variable effects, and a dominance test to identify the most influential factor. The results show that fares, working hours, number of transactions, and incentives together significantly affect the income of Gojek drivers. In partial analysis, fares, number of transactions, and incentives show a positive and significant effect on income, whereas working hours have a positive but statistically insignificant influence. Among all the variables analyzed, the number of transactions is identified as the most dominant factor influencing the income of Gojek drivers in Denpasar City.

**Keywords:** Motobike ride hailing, fare, working hour, transaction, incentive

### INTRODUCTION

Population movement is a consequence of social and economic development in urban areas. Movements occurring between regions over a period of time are commonly referred to as population mobility. According to Thompson (as cited in Adisasmita, 2014), there are seven factors that motivate individuals to travel: regional heterogeneity, survival needs, the development of specialization, political and defense requirements, the expansion of social

and cultural relations, and employment opportunities. Ravenstein (1885) noted that mobility is generally widespread and permanent. However, with the growth of the economy and improvements in transportation, mobility patterns have become more dynamic and tend to be repetitive. One such form of repetitive mobility is short-term commuting (Mantra & Sunarto, 1988). The economic growth of a region is closely linked to the advancement of infrastructure, including transportation systems. Transportation functions not only as a means of connecting various locations but also plays a vital role in the distribution of both human and natural resources. In everyday life, people rely heavily on transportation for various activities such as education, work, and commerce. The transportation sector's contribution to the economy is reflected in the high demand for transportation modes, which is a derived demand from other sectors. To meet this demand, the supply of transportation services must be adequate; otherwise, imbalances can lead to issues such as traffic congestion or unhealthy competition.

According to data from the Central Bureau of Statistics (BPS), the number of motor vehicles in Indonesia rose from 126.5 million in 2018 to 148.2 million in 2022. Motorcycles are the most widely used mode of transport for daily activities. Modes of transport are generally divided into public (e.g., buses, trains, ferries, airplanes) and private (e.g., cars, bicycles, motorcycles). However, motorcycles can also function as public transport in the form of motorcycle taxis, known as “ojek,” which are commonly used due to their ability to navigate congested roads and narrow alleyways. In Bali, particularly in Denpasar, the number of vehicles continues to rise each year, surpassing the city's population of approximately 748,400 people in 2023. The imbalance between public transportation availability and population leads to inefficiencies, increased traffic congestion, and a stronger reliance on private vehicles. Studies show that public interest in mass transit systems in Denpasar is declining due to issues with service quality, including limited fleets, lack of punctuality, and poor accessibility. Additionally, slow infrastructure development exacerbates congestion; from 2021 to 2023, road length increased by only 0.01 kilometers despite rising vehicle numbers.

The rapid advancement of information and communication technology (ICT) has become a defining feature of modern development. The widespread accessibility of the internet, even in remote areas, has allowed communities to utilize various digital services, including online transportation. Based on 2024 BPS data, over 50 percents of Indonesians aged five and older accessed the internet in the previous three months. Denpasar ranks highest in internet access at 87.54 percents. One of the innovations resulting from this access is the emergence of online transportation services. These services operate via

mobile applications and promote a sharing economy, allowing users to order and pay for rides digitally. The system involves customers requesting services through an app, which are then fulfilled by drivers using real-time route and location data. This model is appreciated for its efficiency, comfort, and flexibility.

A 2022 INDEF survey found that 73,58 percents of users choose online transportation for its time efficiency, cost-effectiveness, and productivity benefits. Other reasons include driver professionalism, safety, and vehicle cleanliness. Popular applications include Gojek, Grab, Maxim, and InDrive, with Gojek being the most widely used (82.60 percents). Gojek also offers additional services such as GoSend and GoFood, expanding its utility. Internationally, this system is known as Ride-Hailing System (RHS), while the two-wheeled variant is referred to as Motorbike Ride-Hailing (MBRH). Countries such as Vietnam, Thailand, and Kenya have adopted this model. In Indonesia, MBRH is commonly known as online ojek, which evolved from the traditional motorcycle taxi system. Unlike conventional ojek that rely on fixed locations, online ojek services are accessed via apps, making them more convenient and attractive.

Online ride hailing services gained popularity for their ease of use, availability of discounts, multiple payment options, and effective complaint systems. Apsari (in Jati, 2019) noted that they contribute to reduced congestion and increased transport safety. Features such as GPS tracking and customer ratings help build user trust. Tourists, especially in destinations like Bali, have also adopted these services due to their reliability. Online motorcycle taxis provide job opportunities, especially for those without permanent employment. Drivers operate as partners, allowing flexible working hours and independent income management. In Bali's tourism and business zones, potential earnings can be high, especially for drivers with English proficiency and customer service skills. Large-scale events further increase earning opportunities.

Research by Hakim and Santoso (in Mariano et al., 2023) indicates that per-ride pricing affects driver income, with competitive fares attracting more customers. Initially, fare competition was intense due to a lack of regulatory standards. This changed with Ministerial Regulation No. KP 667 of 2022, which established fare zones and pricing limits. Alifia (in Darmaputra et al., 2024) emphasized that flexible working hours are a key advantage for drivers. Longer work hours often translate to higher income, following a flextime model. Moreover, the number of completed transactions is a crucial factor in determining driver earnings (Jura et al., 2016). Performance-based incentive systems—typically awarded for reaching a set number of orders—further motivate drivers. According to Syahreza et al. (2024), such incentives boost

motivation, customer satisfaction, and company image. In light of these developments, this study aims to examine the factors that influence the income of Gojek drivers operating in Denpasar City.

## RESEARCH METHOD

This study employed a quantitative approach with an associative research design. The dependent variable in this research was income, while the independent variables included fares, working hours, number of transactions, and incentives. A total of 96 respondents were selected using the Cochran formula to determine the appropriate sample size. The research employed a non-probability sampling method using an incidental sampling technique. Data analysis was conducted through descriptive statistical analysis and multiple linear regression, which involved several testing stages. These stages included classical assumption tests such as the normality test, multicollinearity test, and heteroscedasticity test. Furthermore, the study applied the F-test to evaluate the joint significance of the independent variables, the t-test to assess the individual significance of each variable, and calculated standardized coefficients to determine the most dominant factor affecting the income of Gojek drivers.

## RESULTS AND DISCUSSION

### Descriptive Statistical Analysis

Descriptive statistics are used to examine data by summarizing the information that has been gathered, without aiming to draw generalized conclusions.

**Table 1 Descriptive Statistics Analysis**

	Y	X1	X2	X3	X4
Mean	4344792.	12418.75	273.4583	344.6979	85989.58
Median	4325000.	8800.000	265.0000	312.0000	0.000000
Maximum	8000000.	50000.00	468.0000	800.0000	900000.0
Minimum	1600000.	8000.000	160.0000	60.00000	0.000000
Std. Dev.	1308082.	7577.367	64.65111	151.3764	158684.8
Skewness	0.350982	2.963525	0.597982	0.391702	3.219569
Kurtosis	3.167570	13.73258	2.992446	3.125810	15.20416
Jarque-Bera	2.083328	601.2726	5.721548	2.518196	761.6164
Probability	0.352867	0.000000	0.057224	0.283910	0.000000
Sum	4.17E+08	1192200.	26252.00	33091.00	8255000.
Sum Sq. Dev.	1.63E+14	5.45E+09	397077.8	2176908.	2.39E+12

Observations 96                      96                      96                      96                      96  
Source: Data result, 2025

The data table indicates that this study utilized a sample size of 96 respondents. Descriptive statistical analysis produced the following results:

1. Fares ( $X_1$ ) for Gojek drivers in Denpasar City ranges from IDR 8,000 to IDR 50,000 per transaction, with a mean of IDR 12,419 per transaction.
2. Working hours ( $X_2$ ) vary between 160 and 468 hours per month, with a mean of 273 hours per month.
3. The number of transactions ( $X_3$ ) ranges from 60 to 800 orders per month, with an average of 345 orders per month.
4. Incentives ( $X_4$ ) received by drivers range from IDR 0 to IDR 900,000 per month, with a mean value of IDR 85,990 per month.
5. Driver income ( $Y$ ) spans from IDR 1,600,000 to IDR 8,000,000 per month, with an average income of IDR 4,344,792 per month.

### Multiple Linear Regression Analysis

The multiple linear regression analysis technique was applied to predict the condition of the dependent variable based on two or more independent variables that act as predictor factors. The primary objective of using multiple linear regression in this study was to examine the influence of fares, working hours, number of transactions, and incentives on the income of Gojek drivers in Denpasar City.

**Table 2 Multiple Linear Regression Analysis**

Variable	Coefficient			
	t	Std. Error	t-Statistic	Prob.
C	1175913.	443316.6	2.652535	0.0094
X1	68.82011	12.39444	5.552498	0.0000
X2	2105.706	1505.178	1.398975	0.1652
X3	4601.668	646.3212	7.119785	0.0000
X4	1.770107	0.597799	2.961042	0.0039
Mean dependent				
R-squared	0.539906	var		4344792.
Adjusted R-squared	0.519683	S.D. dependent var		1308082.
S.E. of regression	906565.2	Akaike info criterion		30.32339
				30.4569
Sum squared resid	7.48E+13	Schwarz criterion		5
		Hannan-Quinn		
Log likelihood	-1450.523	criter.		30.37738

F-statistic	26.69647	Durbin-Watson stat	2.150520
Prob(F-statistic)	0.000000		

Source: Data result, 2025

The coefficients obtained from the multiple linear regression equation can be interpreted as follows:

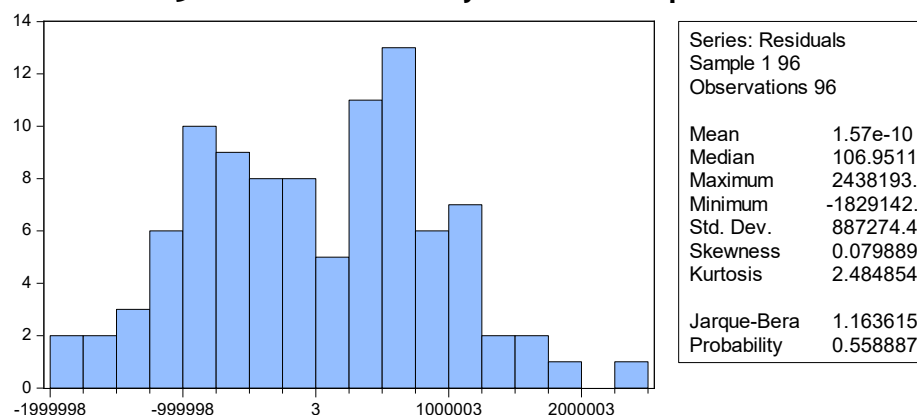
1. Fares variable ( $X_1$ ) has a coefficient of 68.820, indicating that a one rupiah increase in fares leads to an increase in income by approximately IDR 68.820 per month.
2. Working hours variable ( $X_2$ ) shows a coefficient of 2,105.706. This suggests that an additional hour of work results in an income increase of about IDR 2,105.706 per month.
3. Number of transactions variable ( $X_3$ ) has the highest coefficient, at 4,601.668. This implies that an increase of one transaction contributes approximately IDR 4,601.668 per month.
4. Incentive variable ( $X_4$ ) has a coefficient of 1.770, meaning that a one rupiah increase in incentives raises income by IDR 1.770 per month.

### Classical Assumption Test

#### 1. Normality Test

Normality test is conducted to assess whether the residuals in a regression model are normally distributed. This is essential, as a normal distribution of residuals indicates that the model accurately represents the data without systematic bias. In this study, the Jarque-Bera test is employed as the method for testing normality.

**Table 3 Results of Normality Test with Jarque-Bera Test**



Source: Data result, 2025

Based on the table, the Jarque-Bera value in the regression model is 1.163615 with a probability value of 0.558887. Since the probability value is greater than the alpha level ( $\alpha = 0.05$ ), it can be concluded that the residuals

are normally distributed, indicating that the assumptions of the normality test have been satisfied.

## 2. Multicollinearity Test

If a regression model exhibits signs of multicollinearity, the Ordinary Least Squares (OLS) method can still be used to estimate the regression coefficients, and the results will still possess the properties of being the Best Linear Unbiased Estimator (BLUE). However, multicollinearity may reduce the precision of the estimates and weaken the t-statistic values, thereby decreasing the model's ability to reject the null hypothesis. Additionally, a high coefficient of determination ( $R^2$ ) can make it difficult for researchers to assess the individual influence of each independent variable on the dependent variable. In this study, the presence of multicollinearity was examined using the Variance Inflation Factor (VIF) values.

**Table 4 Multicollinearity Test Results**

Variable	Uncentere		
	Coefficient Variance	d VIF	Centered VIF
C	1.97E+11	22.95626	NA
X1	153.6222	3.787037	1.019568
X2	2265562.	20.88393	1.094595
X3	417731.2	6.904055	1.106468
X4	0.357363	1.348830	1.040174

Source: Data result, 2025

Based on the results shown in Table 4.14, the centered Variance Inflation Factor (VIF) values for the fares ( $X_1$ ), working hours ( $X_2$ ), transactions ( $X_3$ ), and incentives ( $X_4$ ) variables are all below 10.00. This indicates that there is no multicollinearity present in the regression model.

## 3. Heteroscedasticity Test

One of the key assumptions in the Ordinary Least Squares (OLS) model, whether in simple or multiple regression, is the constancy of the residual variance. However, in practice, the variance of the residuals is often not constant, a condition known as heteroscedasticity. When heteroscedasticity is present, the OLS estimator remains unbiased and consistent, but its efficiency decreases, regardless of sample size. Additionally, the variance of the estimates is no longer minimized, which may affect the reliability of statistical inferences. In this study, the presence of heteroscedasticity was tested using the White method.

**Table 5 Results of Heteroscedasticity Test with White method**  
Heteroskedasticity Test: White

F-statistic	0.700722	Prob. F(14,81)	0.7674
Obs*R-squared	10.37076	Prob. Chi-Square(14)	0.7346
Scaled explained SS	6.918389	Prob. Chi-Square(14)	0.9378

Source: Data result, 2025

Based on the table, the Obs\*R-squared value is 10.37076, with a Chi-Square probability value of 0.7346. Since the probability value is greater than the significance level of 0.05, it can be concluded that the regression model is free from heteroscedasticity.

#### **Simultaneous Regression Coefficient Test**

F-test is used to evaluate whether all independent variables in the model simultaneously influence the dependent variable. The results indicate that rates, working hours, number of transactions, and incentives collectively have a significant effect on the income of Gojek drivers operating in Denpasar City. This conclusion is supported by the F-statistic value (26.69647), which is greater than the critical F-table value (2.47), and a significance level (0.000000), which is less than  $\alpha$  (0.05). Therefore, the alternative hypothesis ( $H_1$ ) is accepted, indicating that the independent variables simultaneously have a significant impact on drivers' income.

#### **Partial Significance Test of Regression Coefficients (t-Test)**

The t-test is conducted to determine the partial significance of each independent variable on the dependent variable.

##### **1. Effect of Fares on Income Driver in Denpasar City**

Based on the analysis results, it was found that the fares variable has a positive and significant partial effect on the income of Gojek drivers in Denpasar City. This is evidenced by a significance level of 0.0000, which is below the 0.05 threshold. Therefore, the alternative hypothesis ( $H_1$ ) is accepted, indicating that fares positively contribute to driver income. Drivers tend to prefer long-distance orders, as the fares is calculated based on distance the farther the trip, the higher the fare. Additionally, some drivers reported higher fares on national religious holidays due to reduced driver availability, increasing demand.

##### **2. Effect of Working Hours on Income Driver in Denpasar City**

On the other hand, the working hours variable does not show a significant effect, as the significance level of 0.165 is greater than 0.05. Thus, the null hypothesis ( $H_0$ ) is accepted, meaning working hours do not



significantly influence income. This insignificance may be attributed to a decrease in total utility, where drivers lose both leisure time and purchasing power due to low income from fewer orders, despite working similar hours. Several drivers also mentioned that order frequency is unpredictable regardless of how long they work. Furthermore, productivity plays a role if a driver cannot deliver diverse services effectively, it may result in lower customer ratings and reduced income. Environmental factors like weather conditions also influence driver behavior; many drivers avoid taking orders during rain despite fare increases, prioritizing safety and due to inadequate protective gear.

### **3. Effect of Number Transactions on Income Driver in Denpasar City**

The number of transactions variable also demonstrates a significant positive effect on income, as shown by a significance level of 0.0000 is below the 0.05 threshold. This confirms the acceptance of the alternative hypothesis ( $H_1$ ), indicating that an increase in completed service transactions directly raises driver income. Most drivers in Denpasar complete over 100 orders per month, predominantly from GoRide, GoFood, and GoSend services, which are highly convenient and require relatively little physical effort. However, challenges such as unclear order details, long pick-up distances, and fake orders are common issues faced by drivers.

### **4. Effect of Incentives on Income Driver in Denpasar City**

Incentive variable shows a significant positive partial effect on income. With a significance level of 0.003 below 0.05, the alternative hypothesis ( $H_1$ ) is accepted. Initially, Gojek provided time-unrestricted incentives, but post-COVID-19 adjustments introduced time-based targets. Incentives are categorized into daily (primarily for GoRide with slot systems) and monthly, distributed through the GoPartner Reward scheme. This program classifies drivers into four tiers, basic, silver, gold, and platinum based on accumulated points from completed orders, performance, and user ratings. Field findings indicate that some drivers struggle to achieve incentive targets, largely due to challenges in maintaining consistent order volumes and performance scores. Some drivers continue to perform their duties despite accumulating a high number of points, as changes in the order acceptance algorithm have made it more difficult to consistently achieve incentives. Due to these challenges, many drivers choose to keep accepting orders without prioritizing the value of the incentives received.

### **Determination of Dominant Variables**

The determination of the most dominant variable in this study was based on the standardized coefficient, or beta coefficient, which was calculated manually. The results indicate that the number of transactions variable has the

highest beta coefficient value at 0.532522, compared to other variables such as rates (0.398656), working hours (0.104073), and incentives (0.214733). This finding suggests that the number of transactions is the most influential factor affecting the income of Gojek drivers in Denpasar City.

## **CONCLUSION**

Based on the results of the analysis and discussion, it can be concluded that the variables of fares, working hours, number of transactions, and incentives simultaneously influence the income of Gojek drivers in Denpasar City. Partially, the variables of fares, number of transactions, and incentives have a positive and significant impact on income, while the working hours variable shows a positive but statistically insignificant effect. Among all variables, the number of transactions is identified as the most dominant factor influencing the income of Gojek drivers operating in Denpasar City.

## **RECCOMENDATION**

In line with the conclusions presented, several recommendations are proposed for the Gojek company, Gojek drivers, and the government. Gojek is advised to enhance the incentive and protection systems for its driver partners. While the current incentive scheme functions relatively well, it requires more consistency in terms of structure, target requirements, and reward amounts to fairly motivate drivers and boost their productivity. The protection system should also be reinforced, particularly in handling issues such as long-distance pick-ups, oversized delivery requests, and fake orders, which often cause financial losses to drivers. For Gojek drivers, it is important to focus on improving service quality and working more efficiently. Better service quality leads to higher customer satisfaction, which can result in an increased number of orders. Proper time management and maintaining good communication with customers will enhance overall work effectiveness. Additionally, the government is expected to strengthen regulations and legal protections for online transportation workers by formulating policies that ensure fair labor practices and access to social security benefits.

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