

**PENGARUH *FLEXIBLE WORKING ARRAGEMENT* TERHADAP
PRODUKTIVITAS KERJA DRIVER OJEK ONLINE PADA PLATFORM (GOJEK)
DI BANDUNG RAYA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui Flexible Working Arrangement (FWA) terhadap Produktivitas Kerja Driver Ojek Online (Gojek) di Bandung Raya. Dalam penelitian ini menggunakan kuesioner sebagai pengumpulan data dengan total responden sebanyak 96 orang. Uji yang digunakan untuk menguji instrumen ini yaitu menggunakan metode analisis deskriptif-verifikatif dan desain asosiatif kausal. Sumber data dalam penelitian ini menggunakan data primer dan sekunder. Data dikumpulkan melalui kuesioner, kemudian di uji dengan uji validitas, uji realibilitas, uji asumsi klasik, analisis regresi sederhana, analisis koefisien korelasi, serta analisis koefisien determinasi. Hasil penelitian menunjukkan bahwa Flexible Working Arrangement berpengaruh positif dan signifikan terhadap Produktivitas Kerja Driver Gojek di Bandung Raya. Hal ini dibuktikan dengan nilai koefisien regresi 0,705 (Sig. 0,000), koefisien korelasi 0,771 (kategori kuat), dan nilai determinasi (R^2) 0,595, yang berarti 59,5% variasi produktivitas dijelaskan oleh flexible working arrangement, sementara sisanya dipengaruhi oleh faktor lain.

Kata Kunci: *Flexible Working Arrangement (FWA)* dan Produktivitas Kerja

**THE EFFECT OF FLEXIBLE WORKING ARRANGEMENT ON WORK
PRODUCTIVITY OF ONLINE MOTORCYCLE TAXI (GOJEK) DRIVERS IN
BANDUNG RAYA**

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ABSTRAK

This study aims to determine the Effect of Flexible Working Arrangement (FWA) on the work productivity of Gojek drivers in Bandung Raya. FWA, which provides flexibility in choosing work time and location, has become increasingly relevant in the gig economy, particularly in online transportation services. The research applied a quantitative approach with a descriptive-verificative method and causal associative design. Data were collected through questionnaires distributed to 96 active Gojek drivers. Both primary and secondary data were used and analyzed through validity and reliability tests, classical assumption tests, simple regression analysis, correlation analysis, and coefficient of determination. The results show that FWA has a positive and significant impact on driver productivity. The regression coefficient obtained was 0.705 with a significance value of 0.000. The correlation coefficient of 0.771 indicates a strong relationship, while the determination coefficient (R^2) of 0.595 demonstrates that 59.5% of productivity variation is explained by FWA, with the remaining 40.5% influenced by other factors. The findings highlight that better implementation of FWA increases driver productivity by allowing them to optimize work hours and locations according to demand. This study contributes to human resource management practices in digital-based transportation services and provides insights for companies, drivers, and policymakers in improving productivity within the gig economy sector.

Kata Kunci: *Flexible Working Arrangement (FWA) dan Produktivitas Kerja.*