

## Abstrak

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Judul : Pengaruh Fleksibilitas Waktu Kerja Dan Bonus Harian Terhadap Motivasi kerja pengemudi ShopeeFood Tangerang Selatan Dengan Kepuasan Kerja Sebagai Mediasi.

Perkembangan ekonomi digital telah mendorong meningkatnya jumlah pekerja pada sektor *gig economy*, termasuk pengemudi ShopeeFood. Karakteristik pekerjaan yang mengandalkan fleksibilitas waktu kerja dan sistem bonus harian menjadikan motivasi kerja pengemudi dipengaruhi oleh berbagai faktor, salah satunya kepuasan kerja. Penelitian ini bertujuan untuk menganalisis pengaruh fleksibilitas waktu kerja dan bonus harian terhadap motivasi kerja pengemudi ShopeeFood di Tangerang Selatan dengan kepuasan kerja sebagai variabel mediasi. Pertanyaan penelitian difokuskan pada apakah fleksibilitas waktu kerja dan bonus harian berpengaruh secara langsung maupun tidak langsung terhadap motivasi kerja melalui kepuasan kerja.

Penelitian menggunakan pendekatan kuantitatif dengan desain penelitian kausal. Data dikumpulkan melalui penyebaran kuesioner kepada 95 pengemudi ShopeeFood di Tangerang Selatan yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan menggunakan metode *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa fleksibilitas waktu kerja dan bonus harian berpengaruh positif dan signifikan terhadap kepuasan kerja maupun motivasi kerja. Kepuasan kerja juga berpengaruh positif dan signifikan terhadap motivasi kerja serta mampu memediasi pengaruh fleksibilitas waktu kerja dan bonus harian terhadap motivasi kerja secara parsial.

Temuan ini memperkuat *Self Determination Theory* yang menjelaskan bahwa pemenuhan kebutuhan otonomi dan kompetensi melalui fleksibilitas kerja serta sistem bonus yang adil dapat meningkatkan kepuasan dan motivasi kerja pengemudi. Penelitian ini memberikan kontribusi dalam memperluas kajian mengenai motivasi kerja pada pekerja *gig economy*, khususnya pengemudi ShopeeFood di Tangerang Selatan. Implikasi penelitian ini adalah pentingnya perusahaan mengelola fleksibilitas waktu kerja dan sistem bonus secara efektif untuk meningkatkan kepuasan serta motivasi kerja pengemudi. Penelitian selanjutnya disarankan menambahkan variabel lain, seperti pendapatan, lingkungan kerja, atau loyalitas mitra, serta memperluas cakupan wilayah penelitian agar hasil yang diperoleh semakin komprehensif.

**Keywords:** Working Hour Flexibility; Daily Bonuses; Job Satisfaction; Work Motivation; Gig Economy; ShopeeFood.

## ***ABSTRACT***

*Name : Muhammad Fikri Faqih*

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*Title : The Influence of Working Hour Flexibility and Daily Bonuses on Work Motivation of ShopeeFood Pengemudis in South Tangerang with Job Satisfaction as a Mediator.*

*The development of the digital economy has driven an increase in the number of workers in the gig economy, including ShopeeFood pengemudis. The nature of jobs that rely on flexible working hours and a daily bonus system means that pengemudis' work motivation is influenced by various factors, one of which is job satisfaction. This study aims to analyze the effect of flexible working hours and daily bonuses on the work motivation of ShopeeFood pengemudis in South Tangerang, with job satisfaction as a mediating variable. The research question focuses on whether flexible working hours and daily bonuses have a direct or indirect effect on work motivation through job satisfaction. The study used a quantitative approach with a causal research design. Data were collected by distributing questionnaires to 95 ShopeeFood pengemudis in South Tangerang, selected using a purposive sampling technique. Data analysis was performed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The results show that flexible working hours and daily bonuses have a positive and significant effect on both job satisfaction and work motivation. Job satisfaction also has a positive and significant effect on work motivation and partially mediates the effect of flexible working hours and daily bonuses on work motivation. These findings reinforce Self-Determination Theory, which explains that fulfilling the need for autonomy and competence through work flexibility and a fair bonus system can increase pengemudi satisfaction and work motivation. This research contributes to expanding the study of work motivation among gig economy workers, particularly ShopeeFood pengemudis in*

*South Tangerang. The implication of this research is the importance of companies managing flexible working hours and bonus systems effectively to increase pengemudi satisfaction and work motivation. Future research is recommended to include other variables, such as income, work environment, or partner loyalty, and to expand the scope of the research area to obtain more comprehensive results.*

*Keywords: Working Hour Flexibility; Daily Bonuses; Job Satisfaction; Work Motivation; Gig Economy; ShopeeFood.*