PENGARUH PENCAPAIAN BONUS HARIAN TERHADAP

KINERJA MITRA GOJEK (STUDI KASUS

MITRA GOJEK KOTA MEDAN)

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Penelitian ini bertujuan untuk mengetahui pencapaian bonus harian berpengaruh terhadap kinerja mitra gojek (studi Kasus Mitra Gojek Kota Medan). Metode penelitian ini menggunakan data deskriptif dan kuantitatif dengan pengumpulan data mengunakan data primer melalui kuesioner atau angket. Sampel penelitian ini 100 Mitra/karyawan. Hasil penelitian ini menyatakan bahwa pengaruh Pencapaian bonus berpengaruh terhadap kinerja mitra go-jek, ditunjukan dari hasil regresi sederhana yaitu Y = 4.535 + 0,922X, dimana diperoleh nilai Konstanta sebesar 4.535 menunjukkan bahwa variabel Pencapaian bonus, jika nilainya 0 maka kinerja mitra go-jek memiliki tingkat kinerja mitra go-jek sebesar 4.535. Koefisien regresi sebesar 0,922 berarti setiap Pencapaian bonus mempengaruhi kinerja mitra go-jek sebesar 0,922 atau 92,2% atau berpengaruh positif yang artinya jika pencapaian bonus ditingkatkan 1 % saja maka kinerja mitra go-jek akan meningkat sebesar 92,2% (asumsi faktor lain tetap). Hasil uji t diperoleh t hitung > t tabel (13.024 >1,66) dengan α = 5% dan derajat kebebasan 95%, artinya Pencapaian bonus berpengaruh terhadap kinerja mitra go-jek (studi kasus mitra gojek kota Medan) maka hipotesis yang diajukan dapat diterima, sedangkan nilai koefisien determinasi (R2 ) menunjukkan bahwa sebesar nilai angka R Square sebesar 0,634 atau sama dengan 63,4%. Berarti model analisis yang digunakan mampu menjelaskan Pencapaian bonus terhadap kinerja mitra go-jek. (studi kasus mitra gojek kota medan) sebesar 63,4%. sedangkan sisanya 36,6% dipengaruhi oleh faktor lain yang tidak diteliti.

***Kata kunci: pencapaian bonus haria, kinerja mitra gojek***

**ABSTRACT**

*EFFECT OF ACHIEVEMENT OF DAILY BONUS ON*

*GOJEK PARTNER PERFORMANCE (CASE STUDY*

*GOJEK PARTNER, MEDAN CITY)*

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 *This study aims to determine whether the daily bonus achievement affects the performance of Gojek partners (Case study of Gojek Partners in Medan City). This research method uses descriptive and quantitative data with data collection using primary data through a questionnaire or questionnaire. The research sample is 100 partners / employees. The results of this study indicate that the effect of bonus achievement has an effect on the performance of go-jek partners, as shown by the simple regression results, namely Y = 4.535 + 0.922X, where the constant value of 4.535 shows that the bonus achievement variable, if the value is 0 then the performance of go-jek partners. has a Go-Jek partner performance level of 4,535. The regression coefficient of 0.922 means that each bonus achievement affects the performance of Go-Jek partners by 0.922 or 92.2% or has a positive effect, which means that if the bonus achievement is increased by 1%, the performance of Go-Jek partners will increase by 92.2% (assuming other factors permanent). The results of the t test obtained t count> t table (13.024> 1.66) with α = 5% and 95% degrees of freedom, meaning that the achievement of bonuses has an effect on the performance of Go-Jek partners (case studies of Medan City Gojek partners), so the hypothesis can be proposed. accepted, while the coefficient of determination (R2) shows that the R Square value is 0.634 or equal to 63.4%. This means that the analysis model used is able to explain the achievement of bonuses on the performance of Go-Jek partners. (Case study of Medan City Gojek partners) of 63.4%. while the remaining 36.6% is influenced by other factors not examined.*

***Keywords: achievement of daily bonuses, performance of Gojek***