

ABSTRAK

PENGARUH INSENTIF DAN PROGRAM KESELAMATAN DAN KESEHATAN KERJA TERHADAP PERILAKU KERJA DRIVER OJEK ONLINE “GO-JEK” DI TELUK JAMBE TIMUR KARAWANG

Faisal Fidaus

Universitas Buana Perjuangan

Karawang 21 September 2019

Penelitian ini untuk mengetahui pengaruh Insentif terhadap perilaku kerja driver ojek online “GO-JEK” 2) pengaruh Program keselamatan dan Kesehatan Terhadap Driver ojek online “GO-JEK” 3) pengaruh Perilaku kerja Terhadap Kerja Driver Ojek Online “GO-JEK” di Teluk jambe timur Karawang. Metode penelitian ini menggunakan kuantitatif dengan teknik pengumpulan data dengan kuisisioner, sampel pada penelitian ini adalah 60 orang driver ojek online GO-JEK dengan menggunakan sampling probability analisis data yang digunakan adalah path analysis, selanjutnya dilihat berapa pengaruh lingkungan kerja dan motivasi kerja terhadap produktivitas kerja driver ojek online sehingga dapat dijelaskan bahwa insentif dan Program keselamatan dan kesehatan kerja terhadap perilaku kerja driver ojek Online “GO-JEK” di Teluk Jambe timur Karawang nilai insentif sebanyak 383, dan dipengaruhi bonus sebesar 313 dan modus pada variabel ini adalah 339,3 variabel lain. Hasil penelitian ini menyimpulkan bahwa pengaruh insentif terhadap perilaku kerja melalui uji parsial mempunyai pengaruh signifikan terhadap perilaku kerja, sementara itu secara uji simultan didapatkan bahwa lingkungan kerja dan kesehatan dan keselamatan berpengaruh secara bersama-sama terhadap perilaku kerja Driver ojek online Di Teluk Jember Timur. Hasil penelitian ini dapat disimpulkan bahwa kesehatan dan keselamatan kerja adalah hal yang perlu diperhatikan untuk meningkatkan perilaku kerja demi terwujudnya tujuan perusahaan.

Kata Kunci: Semangat kerja, motivasi kerja, dan perilaku kerja karyawan

ABSTRACT

THE EFFECT OF OCCUPATIONAL SAFETY AND HEALTH INCENTIVES AND PROGRAMS ON THE WORK BEHAVIOR OF “GO-JEK” ONLINE OJEK DRIVERS IN EAST JAMBE BAY, KARAWANG

Faisal Fidaus

Buana Perjuangan University

Karawang 21 September 2019

This study was to determine the effect of incentives on the work behavior of online motorcycle taxi drivers "GO-JEK" 2) the effect of the Health and Safety Program on online motorcycle taxi drivers "GO-JEK" 3) the effect of work behavior on the work of online motorcycle taxi drivers "GO-JEK" in Teluk jambe east of Karawang. This research method uses quantitative data collection techniques with questionnaires, the sample in this study is 60 GO-JEK oneline motorcycle taxi drivers using probability sampling. The data analysis used is path analysis, then we see how much influence the work environment and work motivation have on the work productivity of drvier online motorcycle taxis so that it can be explained that the incentive and occupational safety and health program on the work behavior of online motorcycle taxi drivers "GO-JEK" in Teluk Jambe east of Karawang the incentive value is 383, and is influenced by a bonus of 313 and the mode on this variable is 339.3 other variables . The results of this study conclude that the effect of incentives on work behavior through a partial test has a significant effect on work behavior, while simultaneously testing it is found that the work environment and health and safety jointly affect the work behavior of online motorcycle taxi drivers in East Jamber Bay. The results of this study can be concluded that occupational health and safety are things that need to be considered to improve work behavior for the realization of company goals.

Keywords: Work enthusiasm, work motivation, and employee work behavior