

Masyarakat untuk menjadi menjadi pengemudi PT. GO-Jek Indonesia (studi kasus di kota Bekasi) / Inas Afifah Zahra, Hendri Tanjung

Inas Afifah Zahra, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20471669&lokasi=lokal>

Abstrak

ABSTRACT

This Study uses on analysis factor that aim to find out the main factors that influence the public interest to become the driver of PT GO-Jek Indonesia. The result of analysis using SPSS 20 has provided evidence that the variables Sharing 1 Revenue 2, Surge Pricing 2, Surge Pricing 3, Surge Pricing 4, and Accessibility 4 are variables that are important to gain attention in influencing the public interest to be GO-Jek driver. Meanwhile, the variables: Income 1 Income 3 Accessibility 1 Accessibility 2 accessibility 3, For Outcome 2, Share Result 3 Sharing 3, and Surge Pricing 1 is variables that are not included in the explanatory factor main act as auxiliary factor for major factor.