

# Pengaruh Kebijakan Kerja Work from Home (WFH) dan Hybrid terhadap Nilai Waktu Pekerja di Sudirman Central Business District, Jakarta: Analisis Karakteristik Perjalanan, Preferensi, dan Dampak Aktivitas ICT = The Impact of Work from Home (WFH) and Hybrid Work Policy on Workers' Value of time in Sudirman Central Business District, Jakarta: An Analysis of Travel Characteristics, Preferences, and the Impact of ICT Activities

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## Abstrak

Pandemi COVID-19 mendorong negara-negara, termasuk Indonesia, untuk menerapkan pembatasan dan lockdown. Pengadopsian kerja hybrid melibatkan kombinasi work from home (WFH) dan bekerja di kantor, yang mengubah pola perjalanan dan mempengaruhi biaya transportasi serta value of time. Penelitian ini menyelidiki dampak sistem kerja baru sejak pandemi Covid-19, khususnya work from home (WFH) dan pengaturan kerja hybrid, terhadap value of time dan perilaku transportasi para pekerja di Sudirman Central Business District, Jakarta. Untuk mengestimasi value of time, digunakan binary choice (logit) model yang memanfaatkan konsep kesediaan membayar untuk pengurangan waktu perjalanan. Stated Preference digunakan untuk mengumpulkan pilihan dan preferensi pengguna terhadap berbagai alternatif perjalanan yang disajikan dalam skenario hipotetis. Data preferensi yang didapatkan kemudian dianalisa menggunakan model logit untuk mengestimasi value of time dan memahami faktor-faktor yang mempengaruhi preferensi waktu perjalanan seseorang. Temuan penelitian ini melihat dampak positif WFH dan sistem kerja hybrid terhadap value of time, karena pekerja jarak jauh menunjukkan penghargaan yang lebih besar terhadap efisiensi waktu. Selain itu, penelitian ini juga mengungkapkan bahwa semakin lama waktu perjalanan dan semakin tinggi tingkat pendapatan, semakin tinggi value of time

.....The COVID-19 pandemic prompted countries, including Indonesia, to implement lockdowns and social restrictions. In response, many companies in Indonesia, including those in DKI Jakarta, shifted from full work from the office (WFO) to hybrid work arrangements. The adoption of hybrid work involved a combination of work from home (WFH) and office-based work, resulting in altered travel patterns and affecting transportation costs and the value of time. This research investigates the impact of new work systems since Covid-19 specifically work from home (WFH) and hybrid work arrangements, on the value of time and transportation behavior of workers in Sudirman Central Business District, Jakarta. To estimate the value of time a binary choice (logit) model is employed, utilizing the concept of willingness to pay for the reduction of travel time. The stated preference approach is employed to gather user choices and preferences on various travel alternatives presented in hypothetical scenarios. The stated preference data is then analyzed using the logit model to estimate the Value of time and understand the factors influencing individuals' travel time preferences. The findings highlight the positive impact of WFH and hybrid work arrangements on the value of time, as remote workers demonstrate a greater appreciation for time efficiency. Moreover, the study reveals that longer travel times and higher income levels correspond to a higher value of time.