


PENGARUH PENDAPATAN, *FLEXIBLE WORKING*, DAN *WORK LIFE BALANCE* TERHADAP MINAT KERJA GENERASI Z DALAM *GIG ECONOMY* DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh pendapatan, *flexible working*, dan *work life balance* terhadap minat kerja generasi Z dalam *gig economy* di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan teknik *purposive sampling* dengan jumlah sampel sebanyak 97 responden. Pengumpulan data primer dilakukan dengan metode kuesioner melalui *google* formulir. Analisis dalam penelitian ini menggunakan analisis regresi linier berganda dengan bantuan program IBM SPSS *Statistics 26*. Hasil analisis data berdasarkan hasil uji t menunjukkan variabel pendapatan berpengaruh positif dan signifikan terhadap minat kerja. Hasil uji t variabel *flexible working* berpengaruh positif dan signifikan terhadap minat kerja. Hasil uji t variabel *work life balance* berpengaruh positif dan signifikan terhadap minat kerja. Secara simultan variabel pendapatan, *flexible working*, dan *work life balance* berpengaruh positif dan signifikan. Berdasarkan hasil uji koefisien determinasi (R^2) menunjukkan bahwa variabel minat kerja dipengaruhi oleh pendapatan, *flexible working*, dan *work life balance* sebesar 74,6% dan sisanya 25,4% dipengaruhi oleh variabel lain diluar dari model penelitian ini.

Kata Kunci: *Pendapatan, Flexible Working, Work Life Balance, Gig Economy*

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THE INFLUENCE OF INCOME, FLEXIBLE WORKING, AND WORK LIFE BALANCE ON GEN Z'S WORKING INTEREST IN THE GIG ECONOMY IN SPECIAL REGION OF YOGYAKARTA

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Abstract

This research aims to analyze the influence of income, flexible working, and work life balance on gen Z's working interest in the gig economy in Special Region of Yogyakarta. This study used purposive sampling technique with a total of 97 respondents. Primary data collection was carried out by questionnaire method through google forms. The analysis in this research used multiple linear regression analysis with the help of the IBM SPSS Statistics 26 program. The results of data analysis based on the t-test results show that the income variable has a positive and significant effect on work interest. The t-test results of flexible working variable have a positive and significant effect on work interest. The t-test results of the work life balance variable have a positive and significant effect on work interest. Simultaneously the income, flexible working, and work life balance variables have a positive and significant effect on work interest. Based on the results of the coefficient of determination test (R^2), it shows that the variable of work interest is influenced by income, flexible working, and work life balance by 74,6%, and the remaining 25,4% is influenced by other variables outside of this research model.

Keywords: *Income, Flexible Working, Work Life Balance, Gig Economy*