

PENGARUH FLEKSIBILITAS, MOTIVASI INTRINSIK, DAN MOTIVASI EKSTRINSIK TERHADAP KEPUASAN KERJA PENGEMUDI OJEK *ONLINE* DALAM KONTEKS *GIG ECONOMY* DI KABUPATEN SLEMAN

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh fleksibilitas, motivasi intrinsik, dan motivasi ekstrinsik terhadap kepuasan kerja pengemudi ojek *online* dalam konteks *gig economy* di Kabupaten Sleman. Populasi dalam penelitian ini adalah pengemudi ojek *online* di Kabupaten Sleman. Sampel yang digunakan sebanyak 190 responden, dihitung dengan menggunakan rumus Hair et al. Metode pengambilan sampel responden yang digunakan dalam penelitian ini adalah melalui *purposive sampling*. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan SEM-PLS (*Structural Equation Modeling-Partial Least Squares*) versi 4. Hasil analisis data menunjukkan bahwa fleksibilitas berpengaruh positif dan signifikan terhadap kepuasan kerja pengemudi ojek *online*, motivasi intrinsik berpengaruh positif dan signifikan terhadap kepuasan kerja pengemudi ojek *online*, dan motivasi ekstrinsik berpengaruh positif dan signifikan terhadap kepuasan kerja pengemudi ojek *online*.

Kata Kunci: *Fleksibilitas, Motivasi Intrinsik, Motivasi Ekstrinsik, Kepuasan Kerja, Gig Economy*

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***THE EFFECT OF FLEXIBILITY, INTRINSIC MOTIVATION, AND
EXTRINSIC MOTIVATION ON JOB SATISFACTION OF ONLINE OJEK
DRIVERS IN THE CONTEXT OF GIG ECONOMY
IN SLEMAN DISTRICT***

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Abstract

This study aims to examine the effects of flexibility, intrinsic motivation, and extrinsic motivation on the job satisfaction of online motorcycle taxi drivers within the gig economy in Sleman Regency. The population for this study consists of online motorcycle taxi drivers in Sleman Regency. A total sample of 190 respondents was determined using the formula developed by Hair et al. The sampling method employed in this study was purposive sampling. Primary data collection was conducted using a validated and reliable questionnaire. The analysis utilised SEM-PLS (Structural Equation Modelling – Partial Least Squares) version 4. The results of the data analysis indicated that flexibility had a positive and significant effect on the job satisfaction of online motorcycle taxi drivers. Additionally, intrinsic motivation and extrinsic motivation also had positive and significant effects on the job satisfaction of online motorcycle taxi drivers.

Keywords: *Flexibility, Intrinsic Motivation, Extrinsic Motivation, Job Satisfaction, Gig Economy*