

Abstrak

Perkembangan *gig economy* menempatkan driver Gojek sebagai faktor strategis dalam menentukan kualitas layanan dan kinerja perusahaan berbasis platform. Penelitian ini bertujuan menganalisis pengaruh motivasi kerja dan beban kerja terhadap kinerja driver Gojek di wilayah perkotaan Kabupaten Jember dengan fleksibilitas kerja sebagai variabel mediasi. Sampel sebanyak 150 driver diperoleh melalui teknik *purposive* dan *snowball sampling*. Data dikumpulkan menggunakan kuesioner skala Likert dan dianalisis dengan metode PLS-SEM menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa motivasi kerja berpengaruh positif dan signifikan terhadap kinerja driver, sedangkan beban kerja berpengaruh negatif dan signifikan terhadap kinerja. Dan motivasi kerja, beban kerja berpengaruh positif signifikan terhadap Fleksibilitas kerja serta Fleksibilitas kerja terbukti berpengaruh positif terhadap kinerja serta mampu memediasi pengaruh motivasi kerja dan beban kerja terhadap kinerja driver Gojek. Temuan ini mengindikasikan bahwa fleksibilitas kerja berperan sebagai mekanisme yang memperkuat dampak motivasi sekaligus meredam pengaruh negatif beban kerja. Penelitian ini memberikan implikasi praktis bagi perusahaan berbasis platform digital untuk lebih memperhatikan pengelolaan motivasi, pengendalian beban kerja, serta optimalisasi fleksibilitas kerja guna meningkatkan kinerja dan kesejahteraan driver secara berkelanjutan.

Kata Kunci: Motivasi Kerja, Beban Kerja, Fleksibilitas Kerja, Kinerja Driver.

Abstract

The development of the gig economy places Gojek drivers as a strategic factor in determining the quality of service and performance of platform-based companies. This study aims to analyze the influence of work motivation and workload on the performance of Gojek drivers in the urban area of Jember Regency with work flexibility as a mediating variable. A sample of 150 drivers was obtained through purposive and snowball sampling techniques. Data were collected using a Likert scale questionnaire and analyzed using the PLS-SEM method using SmartPLS 4.0. The results show that work motivation has a positive and significant effect on driver performance, while workload has a negative and significant effect on performance. And work motivation, workload have a significant positive effect on work flexibility and work flexibility has been proven to have a positive effect on performance and is able to mediate the influence of work motivation and workload on the performance of Gojek drivers. These findings indicate that work flexibility acts as a mechanism that strengthens the impact of motivation while reducing the negative influence of workload. This study provides practical implications for digital platform-based companies to pay more attention to motivation management, workload control, and optimization of work flexibility to improve driver performance and welfare sustainably.

Keywords: work motivation, workload, work stress, driver performance.