

ABSTRAK

Perkembangan layanan pengantaran makanan berbasis aplikasi membuat persaingan antar platform semakin meningkat sehingga kualitas kinerja driver menjadi hal yang penting untuk diperhatikan. Kinerja *driver ShopeeFood* dipengaruhi oleh berbagai faktor, seperti *work engagement*, *work discipline*, dan kompensasi. Namun, masih ditemukan perbedaan kinerja antar *driver* dalam hal ketepatan waktu, responsivitas, dan kualitas pelayanan kepada pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh *work engagement*, *work discipline*, dan kompensasi terhadap kinerja *driver ShopeeFood* di Jember. Penelitian dilakukan untuk mengetahui apakah ketiga variabel tersebut berpengaruh signifikan terhadap peningkatan kinerja driver. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada *driver ShopeeFood* di Jember. Teknik analisis data menggunakan analisis regresi linier berganda dengan bantuan aplikasi SPSS untuk menguji pengaruh masing-masing variabel penelitian. Hasil penelitian menunjukkan bahwa *work discipline* dan kompensasi berpengaruh positif dan signifikan terhadap kinerja *driver ShopeeFood* di Jember. Sementara itu, *work engagement* tidak berpengaruh signifikan terhadap kinerja *driver*. Penelitian ini menunjukkan bahwa disiplin kerja dan pemberian kompensasi yang baik mampu meningkatkan kualitas kinerja *driver* dalam menjalankan pekerjaannya.

Kata Kunci: *Work Engagement*, *Work Discipline*, Kompensasi, Kinerja Driver.

ABSTRACT

The rapid growth of app-based food delivery services has increased competition among platforms, making driver performance an important factor to consider. The performance of ShopeeFood drivers is influenced by several factors, including work engagement, work discipline, and compensation. However, differences in driver performance are still found in terms of punctuality, responsiveness, and service quality provided to customers. This study aims to analyze the effect of work engagement, work discipline, and compensation on the performance of ShopeeFood drivers in Jember. The research was conducted to determine whether these three variables significantly influence driver performance. This study used a quantitative approach with data collected through questionnaires distributed to ShopeeFood drivers in Jember. The data analysis technique used multiple linear regression analysis with the assistance of SPSS to examine the effect of each research variable. The results showed that work discipline and compensation had a positive and significant effect on the performance of ShopeeFood drivers in Jember. Meanwhile, work engagement did not have a significant effect on driver performance. This study indicates that good work discipline and appropriate compensation can improve the quality of driver performance in carrying out their work.

Keywords: *Work Engagement, Work Discipline, Compensation, Driver Performance.*

