

Analysis of Factors Affecting Go-Jek Driver Income during the Covid-19 Pandemic in Denpasar City

Moh F. Kurniawan and Anak A. I. N. Marhaeni

ABSTRACT

Transportation is an important element and serves as the lifeblood of life and economic, social, and political development, and population mobility. With all the problems regarding transportation and the needs of the community, the online motorcycle taxi was born, one of the companies that provide this service is PT. GO-JEK. However, at the end of 2019, the Coronavirus, or SARS-CoV2, commonly known as Covid-19 spread worldwide. In the Instruction of the Minister of Home Affairs No. 15 of 2021 concerning controlling the spread of Covid-19, the government adopted a policy to implement The Community Activities Restrictions Enforcement (CARE) aimed at recovering the economy of people affected by the Covid-19 pandemic. This research is quantitative in the form of associative. This research is located in Denpasar City. The population in this study are go-jek drivers in Denpasar City With 96 respondents. The analysis technique used in this research is descriptive statistical analysis. The study results show that incentives, working hours, work experience, and Emergency Community Activity Restrictions simultaneously affect the income of go-jek drivers in Denpasar City. Incentive variables, working hours, and work experience partially have a positive and significant effect on the income of go-jek drivers in Denpasar City. The Community Activities Restrictions Enforcement (CARE) partially have a negative effect on the income of go-jek drivers in Denpasar City.

Keywords: Incentive, The Community Activities Restrictions Enforcement, Work Experience, Working Hours.

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I. INTRODUCTION

Transportation is the movement of goods and people from the pick-up point to the destination. Activities that concern human needs by changing the geographic location of people and goods, this is that cause transactions. Transportation brings direct and indirect benefits (Hamilton-Hart *et al.*, 2016). Immediate benefits can be obtained by the community, namely easier access to services from facilities provided elsewhere. The indirect benefit is that people can save costs and time because by using this mode of transportation activities can be carried out more quickly (Mahendrawathi *et al.*, 2022).

The province of Bali is one of the main tourism centers in Indonesia, Bali has a pretty good reputation and is widely known by the world community. Bali province itself is the main destination for tourists who come both from abroad and domestically. This, with the condition that Bali is the main destination in Indonesia, will have an impact on increasing human movement, especially in the cities of Denpasar and Badung. Denpasar City as the capital city of Bali Province has an area of 127.78 km². Denpasar City is divided into 4 districts, North Denpasar District, East Denpasar District, South Denpasar, and West Denpasar. In addition, the City of Denpasar has 43 villages. In 2021 the city of Denpasar had a population of 726.6 thousand people. The population density of Denpasar City continues to change every year. The population density of Denpasar City compared to other regencies in the province of Bali has the highest population density. In 2017 the population density per km² reached 7,155. In subsequent years it continued to increase until 2019. In 2020, when the Covid pandemic began to enter Indonesia, the population density of Denpasar City decreased until the population density of Denpasar City decreased to 5,676 per km². Meanwhile, the number of motorized vehicles that are not proportional to the growth of roads and public transport as an important part of transportation has resulted in a worsening situation from time to time. This will have implications for traffic congestion, both in the situation in the city and cross-connecting roads between subordinate areas. In Bali itself, there is an imbalance between the growth rate of motorized vehicles of 5.396 percent per year and road infrastructure growing only around 0.01 percent per year (Badan Pusat Statistik Provinsi Bali, 2021).

To answer all the problems regarding transportation and the needs of the community, online motorcycle taxis were born, online motorcycle taxis themselves are public transportation and this transportation is the same as conventional motorcycle taxis in general, which use motorcycles as their mode of transportation (Theerakosonphong & Amornsiriphong, 2022). However, in this case, online motorcycle taxis can be said to be more advanced because they are already integrated with technology. This mode of transportation is considered to provide convenience through services that are easily accessible to the public (Chalermpong *et al.*, 2022). One company that provides this service is PT. GO-JEK. This go-jek company also provides several features for their consumers such as Go-Ride to take passengers to their destination, Go-Food for ordering food, Go-Send for delivery of goods, Go-Mart for shopping ordered by consumers, Go-Jek Tix for ordering cinema tickets and Go-Clean for house cleaning services. Apart from that, with an easy way of ordering and working, consumers only need to specify the intended location, directions to the location, and the intended location on the application, then the nominal payment will be displayed on the application (Kuswanto & Harmadi, 2020).

The go-jek transportation service company opens opportunities for people who want to become go-jek partners or drivers. In addition, prospective go-jek drivers must also meet terms and conditions such as Indonesian citizenship, minimum age of 18 years and 65 years when registering, then the supporting document requirements must have an ID, driving license, vehicle registration number, and crime-free certificate, bank accounts, and vehicles used for a maximum age of 8 years from the year of registration. In the terms and conditions set by the go-jek company, it is not stated that prospective go-jek drivers must have work experience in their field. This means that anyone in the community who wants to become a go-jek driver partner can register whether they already have work experience as a driver or not.

From a driver's point of view, go-jek companies have more advantages than similar transportation companies. For example, the profit-sharing system in Go-Jek profit sharing applies an 80% share for drivers and 20% for Go-Jek. Go-jek drivers get insurance, incentives, or additional bonuses for drivers who reach the target, with clearer and fairer income. For example, go-jek gives a bonus at that second if the driver meets the requirements. Unlike similar companies, for example, Grab, the Grab company will calculate the bonus within 1 × 24 hours whether the driver fulfills the bonus award or not. Since the presence of online transportation applications, one of which is go-jek, online motorcycle taxi drivers can take advantage of this as a lucrative job opportunity because they can open up sizable job opportunities, including in Bali (Darma *et al.*, 2019). Being a go-jek driver is not bound by working hours (flexible time) and the amount of income depends on the number of orders completed. Working with flexible time is what makes it possible that there will be many people who wish to join as go-jek drivers. (Fakhriyah, 2020). The tariff charged to consumers has been determined based on the zoning. Zoning I cover Sumatra, Bali, and Java apart from Jabodetabek. Zoning II covers the Greater Jakarta area. Furthermore, Zone III covers the areas of Kalimantan, Sulawesi, Nusa Tenggara, Maluku Islands, and Papua. For the Denpasar area, it is included in Zone I with an upper limit rate of IDR 1,850/km, an upper limit rate of IDR 2,300/km. as well as a minimum service fee charged to consumers if the consumer travels a maximum distance of 4 km at a rate of IDR 7,000-10,000.

However, at the end of 2019, the Coronavirus or SARS-CoV2 or commonly known as Covid-19, the whole world was affected by its rapid spread. The World Health Organization (WHO) explains that Covid-19 infects the human respiratory system. The Covid-19 virus is zoonotic which can be interpreted as transmission between animals and humans. The beginning development of Covid-19 was discovered in the City of Wuhan, China. On December 30, 2019, the Wuhan Municipal Health Committee stated that the spread of the Covid-19 virus was very fast and almost all countries were infected with the Covid-19 virus. Through its rapid and widespread, Indonesia is also affected by the presence of Covid-19. The Indonesian government responded quickly due to the presence of Covid-19 by going through several policies taken. To slow down and stop the transmission of this Covid-19 mutation. On 29 February 2020 related to overcoming the Covid-19 pandemic, the Government of Indonesia adopted several policies, namely implementing social distancing, implementing Work From Home (WFH), distance learning for students and students, reducing the flow of people's mobility while traveling, and closing doors. foreign access.

In the Instruction of the Minister of Home Affairs No. 15 of 2021 concerning controlling the spread of Covid-19, the government adopted a policy to carry out The Community Activities Restrictions Enforcement (CARE). CARE itself is a limitation of community activities by using categories according to the level of each region, referring to the number and conditions of covid-19. CARE is carried out in a limited number of cities, districts, and certain provinces. CARE also aims to restore the community's economy which has been constrained by the impact of the co-19 pandemic. Instruction of the Minister of Home Affairs signed on 2 July 2021 concerning Emergency CARE in the Java and Bali regions according to the criteria for the level of a pandemic situation based on an assessment (Budiono *et al.*, 2022). The development of new cases and the increasing cases of Covid-19 deaths are a challenge for the government to pay close attention to the implementation of CARE. Until now, several regions in Indonesia have implemented CARE policies. Jakarta is the first to implement CARE, but every day it still faces growth in

new cases and tends to increase sharply. The central government's policy of implementing CARE has a big impact on various aspects of life (Odigbo *et al.*, 2021). The most obvious impact is the economic aspect. Restrictions on carrying out activities on a large scale will automatically result in increasingly difficult economic conditions with the cessation of some economic activities which certainly greatly affect the purchasing power of the people themselves (Revalthy & Santhi, 2016). Automatically people will prioritize food and other basic needs, while secondary and tertiary needs will be postponed first, therefore saving activities will decrease sharply (Aristin *et al.*, 2022). Likewise, for financing and financial services, everyone will wait and hope that the Covid-19 pandemic will end soon (Olaitan, 2011; Kurniawan & Managi, 2018).

The Indonesian Consumers Foundation revealed that during the Covid-19 pandemic, online shopping by the public had increased. Launching data from the Indonesian E-Commerce Association (idEA) shows that online shopping in Indonesia has increased by 25 percent to 30 percent. The go-jek application also provides a go-mart service feature for shopping, during the covid-19 pandemic, spending at go-mart in 2021 has increased 7-8 times (Roziqin *et al.*, 2021)

In the transportation sector, as a result of the influence of the Covid-19 pandemic, there was a significant decrease in transportation movements due to the implementation of the PSBB. Based on information from the Indonesian National Police, the Regional Government, and the Ministry of Health, for example, there has been a decrease in traffic volume in Jakarta by 8.2 percent or 150,000 vehicles/day and 9.6 percent in Bandung. In the movement of people during the Covid-19 pandemic in early March 2020 there was a decrease of 63.8 thousand passengers/day and after the PSBB was carried out the decrease became 4.8 thousand passengers.

Apart from causing fatalities, Covid-19 has also affected a large number of people. One of them is an online motorcycle taxi driver, coupled with CARE to break the chain of the spread of Covid-19. With CARE, the income received by online motorcycle taxi drivers is affected by government regulations to close passenger orders for reasons of social distancing, what is allowed is only go-food. Based on the phenomenon of the Covid-19 pandemic and CARE, in this case, both directly and indirectly, it will have an impact on the income of go-jek drivers in Denpasar City. To see what factors affect the income of go-jek drivers in Denpasar City, it is necessary to examine what influences it. One of the determinants of go-jek driver income is incentives. Usman (2021) stated that incentives had a positive effect on the income of go-ride drivers during the Covid-19 pandemic in Gorontalo. Incentives provided by service providers to go-jek drivers will affect the amount of income received by go-jek drivers. This is because the greater the incentives that go-jek drivers get, the greater the income that go-jek drivers receive.

In addition to the incentives they get, working hours also affect the income of go-jek drivers. Because the work system implemented by the service provider company for go-jek drivers does not provide a time limit for how long a person has to work. So that the longer working hours also increase the opportunity for the amount of income to be received by the go-jek drivers themselves. Giri and Dewi (2017) states that working hours have a positive and significant effect on the income of go-jek drivers in Denpasar City.

The longer a person does job, the more work experience the person get and masters the work. So with the amount of work experience, the income received also increases (Mubeen, 2014). Giri and Dewi (2017) states that work experience has a positive and significant effect on the income of go-jek drivers. Work experience also has a positive effect on the income of go-jek drivers. Because the longer a person does his job, the more work experience he has in mastering the job. So with the amount of work experience he has, the income received also increases. The purpose of this study was to analyze the effect of incentives, working hours, work experience, and CARE on the income of go-jek drivers during the Covid-19 pandemic in Denpasar City. In determining the amount of income received by go-jek drivers, there are several factors that influence it. In this study, the factors that affect the income of go-jek drivers in Denpasar City are incentives (X_1), working hours (X_2), work experience (X_3), CARE (Z) as shown in Fig. 1.

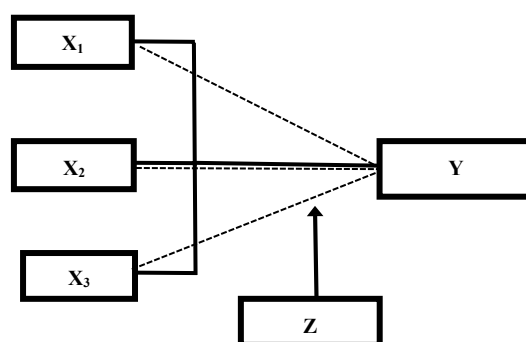


Fig. 1. Research Concept.

A. Research Hypothesis

- H1: Incentives, working hours, work experience and CARE simultaneously affect the income of go-jek drivers during the Covid-19 pandemic in Denpasar City.
H2: Incentives, working hours, and work experience had a positive effect on the income of go-jek drivers during the Covid-19 pandemic in Denpasar City.
H3: CARE negatively affected the income of go-jek drivers during the Covid-19 pandemic in Denpasar City.
H4: CARE moderated the effect of work experience on go-jek drivers' income during the Covid-19 pandemic in Denpasar City.

B. Variable Operational Definitions

- 1) Income of go-jek drivers (Y) is the money that drivers receive every month when they finish doing work/orders. This study expressed in units of rupiah per month.
- 2) Incentives (X₁) are direct rewards paid to workers for performance exceeding the specified standards. This study is expressed in units of points.
- 3) Working hours (X₂) is a working system that can give employees or workers the freedom to set their working hours. This study is expressed in units of hours.
- 4) Work Experience (X₃) is one measure of how long a person spends working to understand and complete tasks and work properly. This study is expressed in units of hours/month.
- 5) CARE (Z) is the public's perception of opinions, judgments, and interpretations arising from the existence of a policy to control community mobility in the context of controlling the spread of the Covid-19 virus.

II. RESEARCH METHOD

This research uses a quantitative-associative approach. The location of this research was conducted in Denpasar City with the consideration that Denpasar City is the capital city with the highest population density in the Province of Bali and high community mobility. In this study, researchers used infinite populations because the total population of go-jek drivers in Denpasar City is unknown. The number of samples of go-jek drivers in Denpasar City taken in this study was 96 samples. The method of determining the sample in this study is accidental sampling, which is a sampling technique based on chance or incidental encounters with researchers, so it can be used as a sample if the person who happens to be seen is suitable as a data source. Data collection methods used in this research are observation, structured and in-depth interviews. This study used an instrument in the form of a questionnaire. This research uses a variable measurement scale in the form of a Likert scale. Hypothesis testing using interaction test or Moderated Regression Analysis (MRA).

III. RESULTS AND DISCUSSION

A. Characteristics of Respondents

The average income generated by go-jek drivers before the pandemic showed that the most income range was IDR 3,850,000 – IDR 5,150,000 with 24 respondents (24.7%). After the pandemic, the most income range was IDR 2,790,000 – IDR 3,610,000 with 25 respondents (25.8%). The average incentive generated by go-jek drivers before the pandemic, according to the points obtained, shows that the most range is 360-440 points with 20 respondents (20.6%). The average incentive generated by go-jek drivers after the pandemic, according to the points obtained, shows that the most range is 284-354 points, namely 20 respondents with a percentage of 20.6%. The average working hours generated by go-jek drivers shows that the most range is 7-8 hours/day, namely 56 respondents with a percentage of 57.7%. The average working hours produced by go-jek drivers shows that the most range is > 300 hours/month, namely 20 respondents with a percentage of 20.6%.

B. F-Test

Based on Table I, an Fcount value of (22.162) > Ftable (2.70) is obtained with a significance level of 0.000 < 0.05, meaning that it means Incentives (X₁), Working Hours (X₂), Work Experience (X₃), CARE (Z) simultaneously has a significant effect on go-jek drivers in Denpasar City

TABLE I: SIMULTANEOUS TEST RESULTS (TEST F)

Sum of Square	df	Mean Square	F	Sig
334125570.124	5	66825114.025	22.162	0.000
271383017.116	90	3015366.857	-	-
605508587.240	96	-	-	-

C. Moderation Regression Analysis (MRA)

Based on table II, the R-Square value is 0.552. This means that 52.2 percent of the variation in the income of go-jek drivers in Denpasar City is influenced by variations in Incentives (X_1), Working Hours (X_2), Work Experience (X_3), as well as the indirect influence of CARE (Z), while for 47.8 percent is influenced by other variables not included in the study. The t-count value obtained is greater than the t-table ($2.663 > 1.66$), and the resulting significant value is 0.009 so the hypothesis is accepted. This means that incentives have a positive effect on the income of go-jek drivers in Denpasar City. The t-count value obtained is greater than the t-table ($4.999 > 1.66$), and the resulting significant value is 0.000 so the hypothesis is accepted. This means that working hours have a positive and significant effect on the income of go-jek drivers in Denpasar City. The t-count value obtained is greater than the t-table ($6.489 > 1.66$), and the resulting significant value is 0.000 so the hypothesis is accepted. This means that work experience has a positive and significant effect on the income of go-jek drivers in Denpasar City. the t-count value obtained is greater than the t-table ($2.013 > 1.66$), and the resulting significant value is 0.047 so the hypothesis is accepted, meaning that CARE has a positive effect on the income of go-jek drivers in Denpasar City.

TABLE II: MODERATION REGRESSION ANALYSIS (MRA)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	B		
Constant	-801.573	409.729	-	-1.956	0.053
X_1	0.579	0.224	0.187	2.587	0.009
X_2	272.772	57.323	0.345	4.759	0.000
X_3	328.549	49.987	0.486	6.573	0.000
Z	-967.143	480.395	-0.383	-2.013	0.047
X_3Z	174.060	71.226	0.178	2.444	0.006
R ² = 0.552					

The CARE variable (Z) moderates the relationship between the work experience variable (X_3) and the income of go-jek drivers (Y) in Denpasar City. The significant value of the CARE (Z) variable is 0.047, then for the significant value of the interaction between work experience and CARE (X_3Z), it is 0.006. The significant value of each variable CARE (Z) and the interaction between work experience and CARE (X_3Z) are both greater than the level of significance used 0.05 so both variables are significant. Therefore, the variable CARE (Z) is a pure moderator variable. The coefficient value of the work experience interaction variable with CARE (X_3Z) is 522.596 and significant, for the work experience variable coefficient (X_3) is 320.187 and significant. Therefore the CARE variable (Z) acts as a moderating variable that strengthens the influence of work experience (X_3) on the income of go-jek drivers (Y) in Denpasar City.

D. Discussion

Based on the testing and analysis of the data that has been carried out, it can be said that the model and list of questions used in the research are valid. Each independent variable has been tested for its relationship to the dependent variable, in this study, namely the income of poor households. The first independent variable is the incentive variable, the research conducted in Denpasar City showed that incentives have a positive and significant influence on the income of go-jek drivers in Denpasar City, which can be seen from the t count which has a positive value of 2.663 with a significant value of 0.009. Usman (2021) stated that incentives had a positive effect on the income of go-ride drivers during the Covid-19 pandemic in Gorontalo.

The second variable is working hours, in this study the results were obtained that working hours had a positive and significant influence on the income of motorcycle taxi drivers in Denpasar City which can be seen from the t count which has a positive value of 4.999 with a significant value of 0.000. Usman (2021) stated that working hours had a positive effect on the income of go-ride drivers during the Covid-19 pandemic in Gorontalo City.

The next variable is work experience, the results obtained are that work experience has a positive and significant influence on the income of go-jek drivers in Denpasar City which can be seen from the t count which has a positive value of 6.489 with a significant value of 0.000. Giri and Dewi (2017) states that work experience has a positive and significant impact on the income of go-jek drivers. The longer a person does his job, the more work experience he has and masters his work. So with the amount of work experience he has, the income he receives also increases.

Another variable, namely CARE, has a negative and significant influence on Denpasar which can be seen from the t count which has a positive value of -2.013 with a significant value of 0.047. Maleha *et al.* (2021) and Periyadi *et al.* (2022) state that policies have a significant effect on income.

E. Research Implications

One of the main economic indicators to measure people's ability is the level of income. The indicator in question is not only concerned with income and expenses but what is more important is knowing the ratio between income and expenses. Income can be used as a measure in assessing the success of a business and also a determining factor in the sustainability of a business.

Incentives are one of the factors that influence the income of go-jek drivers in Denpasar City. The principle of giving incentives relates to employee performance that exceeds the standards set by the company. Incentives are direct rewards paid to employees for performance exceeding predetermined standards. Assuming that money can encourage workers to work even harder, those who are productive prefer their salary to be paid based on their work.

Working hours have a significant influence on the income of go-jek drivers in Denpasar City. Because the higher the hours spent doing work, the productivity and income received will be higher. This shows that if there is an increase in working hours, labor income will increase, and vice versa, if working hours decrease, labor income will also decrease. The longer a person works will increase the wages received, and the increase in wages received means that income rises. With more working hours, the productivity of respondents will also increase, and this is what causes the level of income received to be higher compared to respondents who choose more free time.

Work experience has a significant influence on the income of go-jek drivers in Denpasar City. According to Sutrisno (2009) work experience is the basis for evaluating an employee in placing himself in any situation and being able to complete work with full responsibility and the output is expected to produce employees who are competent in their fields. If the higher the level of work experience a person has, the income received will also be greater because the flying hours they have are high.

CARE in this study also has a significant influence and acts as a pure moderating variable that strengthens the relationship between work experience and income of go-jek drivers in Denpasar City. If the policy is issued over a long period by limiting working hours, then the income earned will decrease because the go-jek driver's income only comes from consumers who place orders.

IV. CONCLUSION

Based on the research results, it can be concluded that incentives, working hours, work experience, and CARE simultaneously affect the income of go-jek drivers in Denpasar City. Incentives, working hours, and work experience partially have a positive and significant effect on the income of go-jek drivers in Denpasar City. CARE has partially negatively affected the income of go-jek drivers in Denpasar City. CARE acts as a pure moderating variable that strengthens the effect of work experience on the income of go-jek drivers in Denpasar City.

The government can provide aligned policies to help make it easier for go-jek drivers to do their jobs during the Covid-19 pandemic. Go-jek companies can make strategies so that go-jek drivers can survive and still get optimal income during the Covid-19 pandemic.

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