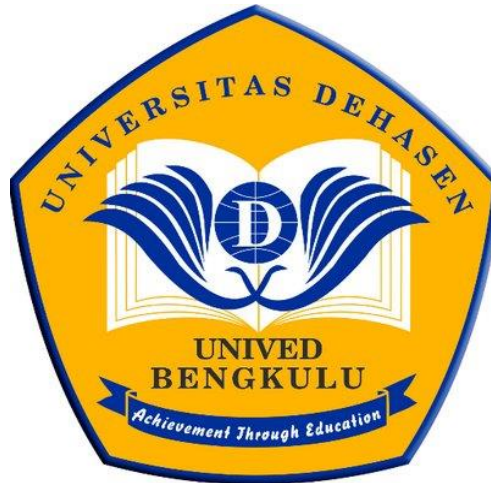


**ANALISIS MOTIVASI KERJA OJEK KELAPA SAWIT
DAN FAKTOR SOSIAL EKONOMI
YANG MEMPENGARUHINYA
(Studi Kasus di Desa Pagar Gading Kecamatan Pino Raya
Kabupaten Bengkulu Selatan)**



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ABSTRACT

AFITRI JONO:*An Analysis of Palm Oil taxibike Motivation and Influencing Socio-Economic Factors (Case Study in Pagar Gading Village, Pino Raya Sub-District, South Bengkulu Regency). Supervised by HERRI FARIADI, S.P.,S.Pd.,M.Si and EVI ANDRIANI, S.P.,M.Sc.*

To fulfil the needs of their families, most of the people of Pagar Gading Village, Pino Raya District, South Bengkulu Regency devote their energy as palm oil taxibike drivers because they do not get enough income from other businesses, of course they need other sources to support their families. The purpose of this research was to determine the work motivation of palm oil taxibike drivers and determine the socio-economic factors that influence the work motivation of palm oil taxibike drivers in Pagar Gading Village, Pino Raya Sub-District, South Bengkulu Regency. The method of this research used is quantitative and qualitative using a Likert scale and multiple linear regression analysis. The results showed that the work motivation of palm oil taxibike drivers in Pagar Gading Village, Pino Raya Sub-District, had an average of 37.82, which means that the work motivation of palm oil taxibike was in the very high category. Socio-economic factors that influence the work motivation of palm oil taxibike drivers are age (X1), formal education (X2), acceptance (X3), the number of family dependents (X4) that affect the work motivation of oil palm motorcycle taxi drivers, but work experience (X5) does not affect work motivation of palm oil taxibike.

Keywords: *palm oil taxibike, work motivation, social economy*

