

The Effect of Tariffs, Working Hours, and Location on Maxim Drivers' Income in Rantauprapat City

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Abstract

His research attempts to examine how location, working hours, and tariffs affect Maxim drivers' earnings in Rantauprapat City. In this study, 75 respondents were chosen at random using an associative method and a quantitative approach. A Likert-scale questionnaire was used to gather the data, and SPSS multiple linear regression was used for analysis. The findings demonstrated that while tariffs and location had no discernible impact on drivers' income, working hours had a favorable and considerable impact. All factors had a considerable impact on drivers' income at the same time. According to the coefficient of determination (R²) value of 0.383, the independent variables account for 38.3% of the variation in income, with additional factors outside the research model influencing the remaining portion.

INTRODUCTION

Application-based online transportation has become one of the main alternatives for people to meet their daily mobility needs. The presence of this service is growing along with the increasing need for practical, fast, and accessible transportation, especially in the midst of a conventional transportation system that is not fully optimal. Several large companies are competing to form the online transportation company consisting of Gojek, Grab, and Maxim (Rasnawati, 2025).

This phenomenon is closely related to three main factors, namely working hours, income, and job protection. Although the work system in online transportation provides flexibility to determine working hours, in practice many drivers are required to spend a long enough working time to earn an adequate income. This condition often has an impact on the physical health and social life of drivers. The results of observations show that the average income of drivers has a range of IDR 3,000,000 - IDR 4,000,000 per month, a relatively low amount when compared to the working time they devote every day. In addition, partnership status prevents them from getting social security such as health and employment insurance, adding to their economic uncertainty (Alparisy *et al.*, 2025).

Referring to the findings of the study Hes *et al.* (2023), Maxim drivers' salaries tend to increase along with their working hours, showing a favorable correlation between the two. Therefore, Maxim Bike drivers will see a salary increase of 0.84% when they make an increase in work productivity by working an extra hour. In addition, working hours have a profitable and considerable impact on the income of Maxim motorcycle drivers in Kemaraya Village, referring to Scarlet Witch *et al.*, (2025). In other words, we can conclude that Maxim drivers will earn more money the more hours they work. Referring to previous studies, tariffs have an impact on online drivers' income (Sigh) *et al.*, 2023).

Based on official data from Maxim Rantauprapat, the number of driver-partners continues to increase from 100 people in 2023 to 300 people in 2025, indicating a growth of 200% in the last 2 years which reflects the high attractiveness of this profession (maxim Rantauprapat). Working hours are the time used by online motorcycle taxi drivers to work <https://ejournal.iainpalopo.ac.id/index.php/alkharaj>

for a day. Based on the results of observations of maxim driver respondents, data was obtained that online motorcycle taxi working hours in Rantauprapat City are between 7-15 hours a day, or the average working hours are 11 hours per day. With the highest percentage for 15 hours a day and the smallest percentage, which is 9 hours per day. The location of the maxim office in the city of Rantauprapat is on Jalan Asrol Adam, Sioldengan, North Rantau, Labuhanbatu, North Sumatra, 21411.

For the distance traveled by the maxim driver after based on findings in the field by the driver, it was found that the distance traveled in one order was about 3km, while for the number of orders in 1 day it was around 10-15 orders. So it can be concluded that the average amount of distance traveled by the Maxim driver is around 30km-45km. The scope of work for Maxim drivers is around the South Rantau and North Rantau sub-districts.

Regarding the location of waiting for orders, the most orders received from the research carried out are: at the Rantauprapat railway station at 14:00 WIB, around the location of schools and campuses, around the location of offices and around restaurants and businesses in collaboration with Maxim.

Maxim's management has a number of policies that aim to improve the welfare and quality of life of its drivers, namely: a flexible partnership system which means that drivers have the freedom to determine their own working hours (flexible working hours), commissions and rates where competitive Maxim tends to set a lower commission cut than some of its competitors, so that the drivers' net income is relatively higher (Levels *et al.*, 2025). This is the company's strategy to improve the financial welfare of its partners. In addition, the policy implemented by Maxim is to create a bonus program in the form of 10 kg of rice for maxim drivers who reach the target of 400 orders in 1 month.

Behind the narrative of the success of motorcycle taxi services, there is a reality that is no less important to study, namely the instability of driver-partner income which is a major issue in the field, especially for those who make this profession their main livelihood (Levels *et al.*, 2025). An increase in the number of driver-partners without being accompanied by a balanced increase in the number of demands creates conditions for Oversupply which results in a decrease in the frequency of order receipts, thus directly reducing the average daily or monthly income of drivers (Zulkifli *et al.*, 2023). Increasingly intense competition also has an impact on psychological pressure and higher workloads, where drivers feel obliged to extend working hours in order to pursue the same income target as the previous period (Stuart O'Neill *et al.*, 2025). Furthermore, the research carried out by (Salsabilla *et al.*, 2024), (Aeni & Fauzi, 2023) emphasized that location contributes to the influence *Positive* and *Significant* on income.

Based on the background that has been described and supported by the results of previous research, the formulation of the problem in this study is "whether tariffs contribute a positive and significant influence on the income of Maxim drivers in Rantauprapat City, whether working hours contribute a positive and significant influence to the income of Maxim drivers in Rantauprapat City, whether location contributes a positive and significant influence to the income of Maxim drivers in Rantauprapat City, and whether fares, working hours, and location simultaneously contribute to a positive and significant influence on the income of Maxim drivers in Rantauprapat City. Based on the formulation of the problem, the title of the research raised is "The Effect of Tariffs, Working Hours, and Location on Maxim Driver Income in Rantauprapat City."

It is a number of fees that must be paid by consumers as compensation for transportation services shared by service providers. Tariff determination can be carried out through agreements between service providers and users, company policies, and provisions set by the government. In transportation services, the tariff system is used as a generally applicable price reference, except under certain conditions that have been specifically regulated (Warpani in Hes *et al.*, 2023). In addition, Kotler and Armstrong (in Harianto & Hasibuan, 2022)

emphasizing that tariffs can be evaluated based on several indicators, including the level of price affordability, the suitability of tariffs with the quality of services distributed, the benefits felt by consumers, and the ability of these tariffs to compete with similar service prices.

Working Hours

The amount of time an employee allocates to complete a task in a given period of time is known as their working hours. Achieving revenue targets as well as making increased productivity is highly dependent on efficient management of working hours. One of the strategies to improve time management is to prepare for future tasks. There is no way to assess whether the work being carried out is aligned with the desired goals or targets if the work plan is not carefully prepared (Alparisy *et al.*, 2025). The indicators of working hours in this study include total rest time, daily working hours, and overtime hours (Yusril *et al.*, 2024).

Location

Referring to Tjiptono on (Sigh) *et al.*, (2024), Location is related to the position or place of operational activities in the provision of services, which has an important role to support ease of access and efficiency of service to consumers. To produce goods and services, choosing the right business location is an important factor to support cost efficiency and ease of access for consumers. (Jamlean *et al.*, 2022), Location variables can be measured through the level of affordability, smooth access, and proximity of location to consumers.

Revenue

Refer Alparisy *et al.*, (2025), Income is the amount of revenue achieved by Maxim drivers from work activities carried out during a certain period in return for services distributed from work or business activities in a certain period, which is often used as an indicator to assess the level of economic welfare. While referring to Reksoprayitno in (Hes *et al.*, 2023), Income is the economic revenue achieved by Maxim drivers in a certain period as a reward for services and work contributions shared. Refer (Siahaan & Hs, 2024), Income indicators, include average daily income, the adequacy of income to meet the needs of the family, and the level of welfare generated.

Conceptual Framework

The conceptual framework in this study represents the correlation of *independent variables* and *dependent variables* based on theory, empirical phenomena, and the results of previous research. In the context of this study, the income of Maxim (Y) drivers is contributed by three main factors, namely fare (X₁), working hours (X₂), and location (X₃).

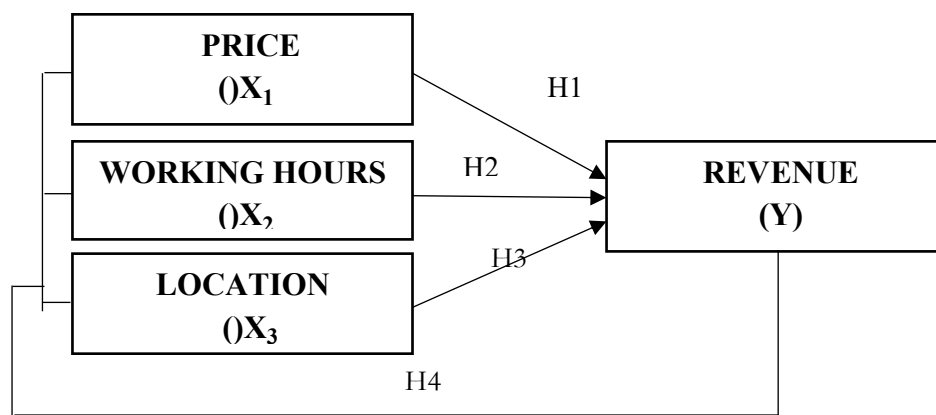


Figure 1. Conceptual Framework

Hypothesis

The hypothesis in this study is:

1. H1: There is a *significant* influence between the fare and income of Maxim drivers in Rantauprapat City.
2. H2: There is a *significant* influence between working hours and income of Maxim drivers in Rantauprapat City.
3. H3: There is a *significant influence* between the operational location and income of Maxim drivers in Rantauprapat City.
4. H4: Fares, working hours, and location together contribute *significantly* to the income of Maxim drivers in Rantauprapat City.

RESEARCH METHODS

Types and approaches of Research

This study applies a quantitative approach using an associative method that aims to test the correlation and influence between the variables studied (Sumbodo *et al.*, 2024). A quantitative approach was used to test the influence of fare variables (X_1), working hours (X_2), and location (X_3) on the income of Maxim (Y) drivers in Rantauprapat City partially or simultaneously. Associative research aims to determine the relationship and influence between the variables studied. $X_1 X_2 X_3$

Research Location and Time

This research was carried out in Rantauprapat City with the object of research in the form of Maxim drivers who are actively operating in the area. The implementation of the research took place in the period January 2026 - February 2026.

Population and Sample

The research population consisted of 300 Maxim drivers who were actively working in Rantauprapat City. This demographic was chosen as the object of the research because it was considered relevant to the purpose of the research. Random sampling, which is a method of selecting a random sample so that each member of the population has a similar chance of being selected as respondents, namely the sampling strategy used (Sigh) *et al.*, 2023). The sample size consisted of 75 respondents, which were calculated using the Slovin algorithm at an error rate of 10%. Using the formula, namely:

$$n = \frac{N}{1+N (e^2)}$$

Description:

- n = shows the number of research samples
- N = shows the number of the study population
- e = shows an error tolerance of 10% or 0.1

Calculation:

$$n = \frac{N}{1+N (e^2)}$$
$$n = \frac{300}{1+ 300 (0,1)^2}$$
$$\approx 75$$

Based on the calculation results, the number of samples used in this study was 75 respondents.

Data Types and Sources

1. Primary Data

Primary data was obtained directly from respondents through the distribution of questionnaires to Maxim drivers in Rantauprapat City which were used by research samples.

2. Secondary Data

Secondary data was obtained from data from scientific reference companies, books, previous research journals, and supporting data that were aligned with the research.

Research Instruments

The research instrument is a questionnaire on a *likert scale* of 1-5, from "Strongly Disagree" - "Strongly Agree". The questionnaire is composed of 4 research variables, namely: Tariff (X_1), Working Hours (X_2), Location (X_3), and Income (Y). Each variable is measured using a number of indicators that have been determined in the theoretical study.

Data Collection Techniques

The data collection technique in this study, namely the Questionnaire, is a list of written questions that are distributed to respondents using the Likert scale. Literature study, to support the foundation of theory and past research.

Data Analysis Techniques

Data analysis was carried out with the help of IBM SPSS Statistics 31, through a number of stages, namely:

1. Test research instruments

- Validity Test

The validity test is used to measure whether the statement on the questionnaire can measure the variables studied (Syamsul *et al.*, 2023). The validity test was carried out by the Pearson Product Moment correlation:

$$r_{xy} = \frac{n(\Sigma XY) - (\Sigma X \Sigma Y)}{\sqrt{[n\Sigma X^2 - (\Sigma X)^2][n\Sigma Y^2 - (\Sigma Y)^2]}}$$

The criteria for making decisions for the validity test are:

The null hypothesis (H_0) is rejected and the statement item is considered valid if the calculated r value (Pearson) is higher than *the r value of the table*. Conversely, the null hypothesis (H_0) cannot be rejected and the statement item is considered invalid if the calculated value r (Pearson) is below *the r value table*. Each statement item in each research variable was tested for validity.

- Reliability Test

When measurements are repeated on the same object and instrument, reliability is a metric that shows the level of consistency or stability of measurement results (Syamsul *et al.*, 2023).

2. Classic Assumption Test

- Normality Test

The purpose of the normality test "is to find out whether the data on the *Independent Variable* and *Dependent Variable* distributed regularly" (Sahir, 2022). Graphical analysis and statistical tests can be used to determine whether *Regression Model* Sufficiency assumes normality. The following factors are used to make decisions about the normality test.

a. "If the *significance value* or probability value exceeds 0.05, then the data is confirmed to be distributed normally so that the hypothesis can be accepted.

b. If the significance value or probability value is below 0.05, then the hypothesis is rejected because the data is not distributed normally."

- **Heteroscedasticity Test**

When there is or has been an unequal variance in a number of variables in a model, it is referred to as a heteroscedasticity problem. On *Regression Model*, this condition shows a variation in residual variance between observations. To confirm whether this problem exists in the research model, a heteroscedasticity test was carried out (Machali, 2021).

- **Multicollinearity Test**

The purpose of the multicollinearity test "is to find out if there is a substantial correlation *Independent Variable* on *Regression Model*." Multicollinearity, which shows the similarity of information assessed by these variables, can be inferred if there is a substantial correlation between *Independent Variable*. This can have an impact on how well *Regression Model* describe how each *Independent Variable* Contributing influence *Dependent Variable* (Machali, 2021).

3. Multiple linear regression analysis

This analysis aims to test the influence of fares, working hours, and location on Maxim drivers' income. *The regression model* used in this study is formulated, namely:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

Y = Pendapatan

X₁ = Tarif

X₂ = Jam Kerja

X₃ = Lokasi

β = Koefisien Regresi

ε = Error term

4. Hypothesis Test

- **T-test (partial)**

The t-test is used to test the influence of each *Independent Variable* partially on *Dependent Variable* on *Regression Model* (Sahir, 2022). The t-test can also appear on *Significant level* They are:

- "If the *significance value* is below 0.05, then the null hypothesis (H₀) is rejected and the alternative hypothesis (H_a) is accepted.
- If the *significance value* exceeds 0.05, then the null hypothesis (H₀) is accepted and the alternative hypothesis (H_a) is rejected."

- **F test (simultaneous)**

The F test is used to find out each *Independent Variable* that is inserted in the *Regression Model* simultaneously there is an influence on *Dependent Variable*. (Hes *et al.*, 2023).

5. Coefficient of determination (R²)

The coefficient of determination (R²) is used to measure the level of ability *Independent Variable* to describe the variations in *Dependent Variable* on *Regression Model*. "The value of the coefficient of determination" exist in the range between 0 to 1. The smaller the R² value, the more limited the ability *Independent Variable* to describe changes to *Dependent Variable*. (Hes *et al.*, 2023).

RESULTS AND DISCUSSION

Based on the results of a questionnaire of 75 Maxim drivers in Rantauprapat City, it appears that the majority of respondents are of productive age. The age group of 18-30 years dominated, namely 58.7%, followed by the age of 31-40 years (32%) and the age of 41-50

years (9.3%). This condition shows that work as an online transportation driver is more in demand by individuals who have high mobility and work ability.

In terms of education, the majority of respondents are high school/vocational school graduates or equivalent (66.7%), then S1 graduates, 28%, and the rest with diplomas. These findings indicate that Maxim's driving profession is accessible to various levels of education. Based on the working period, respondents who have worked for 1-2 years dominate, namely 48%, followed by a working period of about 6 months, which is 32% and beyond 2 years, which is 20%, which shows that the majority have sufficient work experience. Meanwhile, in terms of monthly income, 38.7% of respondents earned more than IDR 3,000,000, namely 33.3% in the range of IDR 2,600,000-IDR 3,000,000, and another 28% between IDR 1,500,000 and IDR 2,500,000. The difference in income reflects the variation in work productivity contributed by the influence of operating hours.

Test research instruments

a. Validity test

Tabel. 1 Hasil Validitas Tarif

<i>Perason</i>			
Item	Correlation r hitung	r tabel	Keterangan
X1_1	0.619	0.224	Valid
X1_2	0.571	0.224	Valid
X1_3	0.796	0.224	Valid
X1_4	0.688	0.224	Valid
X1_5	0.698	0.224	Valid
X1_6	0.738	0.224	Valid
X1_7	0.691	0.224	Valid
X1_8	0.697	0.224	Valid

Sumber: Data primer diolah SPSS (2026)

As shown in Table 1, each statement item in the tariff variable (X1) has a value of *r* exceeding the table *r*, which is 0.224 at a correlation value between 0.571-0.796. This condition shows that each indicator is affirmed to be valid because it is able to measure tariff variables well. Therefore, each statement item is worth using.

Tabel. 2 Hasil Jam Kerja

<i>Perason</i>			
Item	Correlation r hitung	r tabel	Keterangan
X2_1	0.643	0.224	Valid
X2_2	0.783	0.224	Valid
X2_3	0.810	0.224	Valid
X2_4	0.765	0.224	Valid
X2_5	0.745	0.224	Valid
X2_6	0.605	0.224	Valid

Sumber: Data primer diolah SPSS (2026)

As shown in Table 2, each statement item in the working hours variable (X2) has a value that exceeds the table *r*, which is 0.224, at a correlation value ranging from 0.605-0.810. These results show that each indicator is affirmed to be valid because it can measure the working hours variable well. Therefore, each statement item is worth using.

Tabel. 3 Hasil Validitas Lokasi

Item	<i>Perason</i>		Keterangan
	<i>Correlation</i> r hitung	r tabel	
X3_1	0.673	0.224	Valid
X3_2	0.709	0.224	Valid
X3_3	0.821	0.224	Valid
X3_4	0.681	0.224	Valid
X3_5	0.749	0.224	Valid
X3_6	0.727	0.224	Valid

Sumber: Data primer diolah SPSS (2026)

As shown in Table 3, each statement item in the location variable (X3) has a value of *r* that exceeds the *r* of the table, which is 0.224 at a correlation value between 0.673-0.821. This condition shows that each indicator is affirmed to be valid because it is able to measure location variables accurately. Therefore, each statement item is worth using.

Tabel. 4 Hasil Validitas Pendapatan

Item	<i>Perason</i>		Keterangan
	<i>Correlation</i> r hitung	r tabel	
Y_1	0.695	0.224	Valid
Y_2	0.726	0.224	Valid
Y_3	0.744	0.224	Valid
Y_4	0.773	0.224	Valid
Y_5	0.732	0.224	Valid
Y_6	0.786	0.224	Valid

Sumber: Data primer diolah SPSS (2026)

Shown in Table 4, each statement item in the income variable (Y) has a value of *r* calculated beyond the *r* of the table, which is 0.224 at a correlation value ranging from 0.695-0.786. These results show that each indicator is affirmed as valid because it is able to measure income variables well. Therefore, each statement item is suitable for use in the analysis of the next research.

b. Reliability Test

Tabel. 5 Hasil Uji Reliabilitas

Variabel	<i>Cronbach's Alpha</i>	<i>Standart</i>	Keterangan
		<i>Cronbach's Alpha</i>	
X1	0.840	0.6	Reliebel
X2	0.821	0.6	Reliebel
X3	0.821	0.6	Reliebel
Y	0.837	0.6	Reliebel

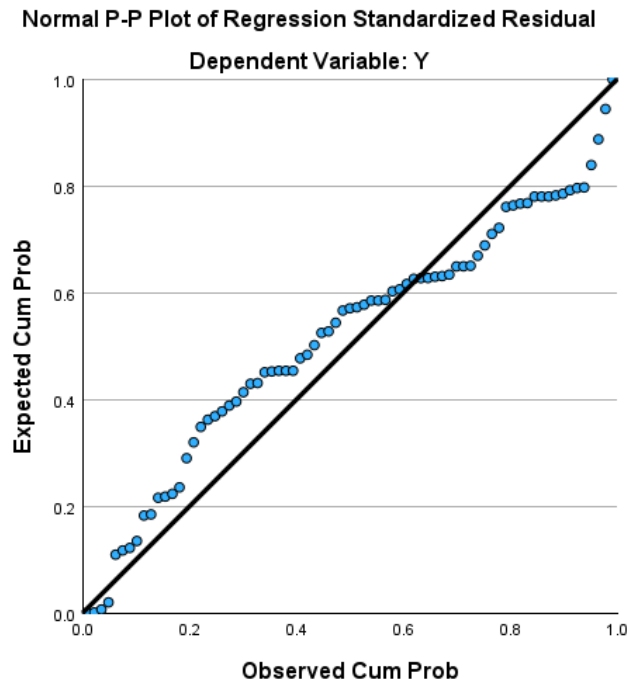
Sumber: Data primer diolah SPSS (2026)

Shown in Table 5, the results of the reliability test show that *Cronbach's Alpha* value exceeds the standard of 0.6 for each research variable. The variable tariff achieved a value of 0.840, working hours 0.821, location 0.821, and revenue 0.837. This condition shows that each research instrument is affirmed to be reliable because it has a good level of consistency, so it is suitable for use in future analysis.

Classic Assumption Test

a. Normality Test

Image. 1 Normality Test Results



Source: SPSS (2026)

A number of data points are scattered along the diagonal line and follow the direction of the line based on the findings of the normality test in Figure 1. *The regression model* satisfies the assumption of normality and can be used for further investigation because it shows that research data is normally distributed.

b. Multicollinearity Test

Table. 6 Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.603	1.658
	X2	.534	1.872
	X3	.436	2.293

a. Dependent Variable: Y

Source: SPSS (2026)

Based on Table 6 of the results of the multicollinearity test, each *independent variable* showed a *tolerance value* exceeding 0.10 and a *Variance Inflation Factor (VIF) value* below 10. These results show that there is no high correlation between tariff variables, working hours, and location. Therefore, each variable has a different contribution to describe the driver's income and is suitable for use in the next analysis.

c. Heteroscedasticity Test

Table. 7 Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.648	2.004		3.816	<.001
	X1	-.046	.072	-.090	-.630	.531
	X2	-.118	.084	-.214	-1.402	.165
	X3	-.054	.096	-.094	-.557	.579

a. Dependent Variable: ABS

Source: SPSS (2026)

Based on Table 7, the results of the heteroscedasticity test show that each *independent variable* has a *significance value* above 0.05. This condition indicates the absence of *independent variable* and residual relationships, so that *the regression model* does not feel symptoms of heteroscedasticity and can be used in the next stage of analysis.

Multiple linear regression analysis

Table. 8 Results Multiple linear regression analysis

Coefficients^a

Model		Unstandardized Coefficients
		B
1	(Constant)	5.961
	X1	.153
	X2	.337
	X3	.184

a. Dependent Variable: Y

Source: SPSS (2026)

Based on the results of multiple linear regression analysis, the *regression equation* was achieved, namely:

$$Y = 5.961 + 0.153X_1 + 0.337X_2 + 0.184X_3$$

The regression equation shows the relationship between *independent variables* and *dependent variables* in the study.

- The constant value of 5.961 shows that if the variable tariff, working hours, and location are considered fixed or zero, then the driver's income has a value of 5.961. This value describes the level of basic income before being influenced by the research variable.
- The regression coefficient of the tariff variable (X1), which is 0.153, shows a *positive relationship* with income. That is, each corresponding fare increase will be followed by an increase in the driver's income, assuming other variables are constant.

- The regression coefficient of the working hours variable (X2), which is 0.337, shows that working hours have a *positive* relationship with income. The longer the work time that the driver performs, the greater the chance of winning orders so that income increases. This variable has the largest coefficient value, so it is the most dominant factor contributing to the influence of income.
- The regression coefficient of the location variable (X3) of 0.184 shows that strategic operational locations have a *positive* relationship with revenue. Drivers operating in areas with high demand levels tend to earn greater revenues.

Based on these results, it can be affirmed that tariffs, working hours, and location have a *positive* relationship with the income of Maxim drivers in Rantauprapt City.

Test Coefficient of determination (R²)

Table. 9 Determination Coefficient Test Results (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619 ^a	.383	.357	2.98360

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: SPSS (2026)

The R Squared value (R²) in Table 9, which is 0.383, shows that the combination of tariffs, working hours, and location can explain 38.3% of the variation in Maxim drivers' income in Rantauprapt City, in other factors outside the research model describe the rest, which is 61.7%.

Hypothesis Test

a. T-test (partial)

Table. 10 Results of the t-test (partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.961	2.892		2.061	.043
	X1	.153	.104	.175	1.462	.148
	X2	.337	.121	.354	2.779	.007
	X3	.184	.139	.187	1.323	.190

a. Dependent Variable: Y

Source: SPSS (2026)

Based on the results of the t-test in the study of Maxim drivers in Rantauprapt City, at the table t-value of 1.992 and *the significance level* of 0.05, the hypothesis decision is:

1. H1: Tariffs have a *significant* impact on revenue

Based on the results of the X1 tariff variable test, it was achieved *t calculate value* namely 1.462 in the *Significant* namely 0.148. Because t calculates 1.462 under t table 1.992 and the value *Significant* 0.148 exceeds 0.05, H0 is accepted and H1 is rejected. This condition shows that the tariff does not partially contribute to the effect *Significant* on the driver's income. The reason H0 is accepted is statistically *t calculate value* unable to cross the critical limit of the table, so there is insufficient evidence to confirm the

existence of an influence *Significant*. This condition can be caused by the fare setting system that has been set by the application, so that revenue is more influenced by the number of orders than the amount of fare per trip. This condition is in line with the research carried out Dzimar *et al.*, (2024), i.e. the tariff has no effect on *Significant* on income.

2. H2: Working hours have a *significant* impact on income

On the working hours variable X2, achieved *t calculate value* namely 2,779 on *significance value* namely 0.007. Because *t count* 2,779 exceeds *t table* 1,992 and *significance value* 0.007 below 0.05, H0 is rejected and H2 is accepted. This condition means that working hours contribute to the influence *Positive* and *Significant* on the driver's income. H0 rejection occurs because statistically *t calculate value* has exceeded the set critical limit, so there is strong evidence that working hours have a real influence on income increases. The longer the work time spent, the greater the chance of getting an order, so that revenue increases. The results of this study are in line with the Hes *et al.*, (2023), Scarlet Witch *et al.*, (2025) which emphasizes that working hours contribute to the influence *Positive* and *Significant* on income.

3. H3: Location contributes *significantly* to revenue

In the location variable X3 is achieved *t calculate value* namely 1,323 on *significance value* namely 0.190. Because *t counts* 1.323 under *t table* 1.992 and *significance value* 0.190 passes 0.05, H0 is accepted and H3 is rejected. This condition appears to be partially located and does not contribute to the influence *Significant* on the driver's income. H0 is statistically accepted because *t calculate value* not enough testing criteria to be asserted *Significant*. Although theoretically a strategic location can increase the chances of getting orders, in practice drivers can change places flexibly following requests through applications, so that the difference in income between locations is not too much *Significant*. These results are not in line with previous research by Salsabilla *et al.*, (2024), Aeni & Fauzi, (2023) who said that Location Contributes Influence *Positive* and *Significant* on income.

Thus, only partially worked hours were shown to contribute significantly to revenue, while rates and location did not contribute *significantly* to this study.

b. F test (simultaneous)

Table 11 Results of Test F (simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	392.632	3	130.877	14.702	<.001 ^b
	Residual	632.035	71	8.902		
	Total	1024.667	74			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: SPSS (2026)

Based on Table 11, the F (simultaneous) test in this study aims to assess whether the variables of tariffs, working hours, and location simultaneously affect the income of Maxim drivers in Rantauprapat. Based on the results of the regression analysis that has been carried out, F calculated the value of 14.702, while *the F value table* is 2.73 at a *significance level* below 0.05. Because *F calculates the value* beyond the F table and the *significance value* of 0.001 is below 0.05, H0 is rejected and H4 is accepted. This condition shows that the simultaneous variables of tariffs, working hours, and location have a *significant influence* on the driver's income. That is, even though in the partial test there are variables that do not contribute to a *significant influence*, but when the three related variables are tested simultaneously on one *regression model*,

the results still show an influence on the meaning. Thus, the *regression model* used in this study is feasible and able to describe the correlation between *independent variables* and *dependent variables*.

CONCLUSIONS AND SUGGESTIONS

Based on the results of research on Maxim drivers in Rantauaprat City, it can be affirmed that partially variable working hours contribute to a *positive* and *significant* influence on income. This condition shows that the more optimal the work time carried out, the greater the opportunity for drivers to earn income. On the other hand, the variable tariff and location did not contribute *significantly* to revenue. This condition gives an indication that the tariff that has been set by the application system and the flexibility of the operational location have not been able to increase revenue directly. However, simultaneously the variables of tariffs, working hours, and location have been proven to contribute *significantly* to income, so that all three still have a contribution to explain the variation in driver income.

Based on these findings, it is suggested that drivers can optimize working hours, especially at times with high demand, and be more active in operational strategies to increase the chances of winning orders. In addition, the company is expected to increase driver welfare through an incentive system, performance bonuses, and more competitive tariff arrangements. For the next researcher, it is recommended to add other variables such as the number of orders, work experience, incentive system, and level of competition so that the research becomes more comprehensive and able to describe a number of factors that contribute to the influence of income more broadly.

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