

ABSTRAK

Fathoni, Ghofur Ali. 2020, *Analisis Peningkatan Layanan Manajemen Dan Kepuasan Driver Ojek Online Menggunakan pendekatan Structural Equation Modeling (SEM)*. Tugas Akhir. Program Studi: Teknik Industri Universitas PGRI Adi Buana Surabaya. Dosen Pembimbing: Yunia Dwie Nurcahyanie, ST. MT.

Kata Kunci: Pelayanan manajemen, kepuasan, SEM (structural equation modeling).

Perusahaan ojek online adalah perusahaan di bidang jasa pengantaran orang barang maupun pembelian makanan berbasis aplikasi. Untuk meningkatkan pelayanan jasa perusahaan memerlukan driver yang puas terhadap layanan manajemennya untuk meningkatkan pendapatan perusahaan secara terstruktur sehingga proses pelayanan lebih efisien dan dapat meningkatkan pendapatan. Permasalahan yang terjadi di perusahaan ini adalah layanan manajemen yang diberikan perusahaan terhadap *driver* sehingga *driver* merasakan puas dan ketika bekerja selalu giat dan pendapatan perusahaan akan meningkat.

Untuk mengatasi masalah yang dialami perusahaan. Meningkatkan kinerja driver dan menganalisis data perlu dilakukan. Menganalisis ulang pendapat driver pada penelitian ini menggunakan metode *Structural Equation Modeling* yaitu konsep mengetahui seberapa puas driver terhadap perusahaan, sehingga akan didapatkan solusi yang optimal berdasarkan tingkat kesejahteraan mitra driver.

ABSTRACT

Fathoni, Ghofur Ali. 2020, *Analysis of Improvement of Management Services and Online Motorcycle Driver Satisfaction Using Structural Equation Modeling (SEM) approach*. Final Project. Study Program: Industrial Engineering of University of PGRI Adi Buana Surabaya. Advisor: Yunia Dwie Nurcahyanie, ST. MT.

Keywords: Management services, Satisfaction, SEM (Structural Equation Modeling).

An online motorcycle driver company is a company in the field of delivering services for people, product stuff, and purchasing food based on applications. To improve service companies need drivers who are satisfied with the company's management services in a structured manner so that the service process is more efficient and can increase revenue. The problem that occurs in this company is the management services provided by the company to drivers so that drivers feel satisfied and always work hard so that the company's revenue will increase.

To resolve the problems experienced by the company. Improving driver performance and analyzing data needs to be done. Re-analyzing the opinion of drivers in this study using the *Structural Equation Modeling method*, the concept to knowing how satisfied the driver with the company, so that an optimal solution will be obtained based on the level of welfare of the driver partners.