

## ABSTRACT

*One of the developments in technology is marked by the development of an One of the technological developments is marked by the development of the internet network which is expanding and getting faster. Technology in the context of online transportation services can affect consumers and customers. Online transportation makes it easy for consumers to use it. Consumers with just a cellphone, can easily order various services.*

*This data collection is by questionnaire. This research uses causal research. The unit of analysis to be studied is the individual. The measurement scale in this study was carried out with intervals of 1-5 points using a Likert scale. The study was conducted using multiple linear regression analysis using SPSS version 23.0. As for in this study, the population is online transportation drivers consisting of online motorcycle taxi drivers. The samples are Gojek drivers in Medan City. Researchers rounded up the sample to 400 respondents to increase data accuracy, as many as 400 Gojek drivers. Data processing is done with multiple linear regression analysis.*

*The result of this study is that the respondents' answers to this variable are that gojek drivers in the city of Medan have assessed that the work system implemented by gojek is good. The dimension that is rated the highest is Work Target, while the lowest dimension is Feedback/evaluation conducted by the company. From the Hypothesis Test, there is an influence between the work system of online transportation applications on improving the performance of Gojek Drivers in Medan City. The effect is a positive influence, which means an increase, both partially and simultaneously. Researchers advise Gojek companies to continue to encourage improvement and development of the online transportation application work system.*

*Keywords: Online Transportation Application Work System, Online Transportation Driver Performance Improvement, Linear Regression Analysis.*