

**THE EFFECT OF RISING FUEL PRICES AND THE NUMBER OF  
CUSTOMERS TOWARD THE INCOME OF *CAK ED DELIVERY*  
DRIVERS IN LAMONGAN**

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**ABSTRACT**

This research is motivated by the increase in fuel prices that have been stipulated by the government on 3 September 2022, but there was a change in fuel prices on 1 October 2022. As a result of the increase in fuel prices, it has not only increased the burden on the poor but also for the transportation business. In fact, one of which is *Cak Ed Delivery*. The purpose of this study was to find out whether the increase in fuel prices and the number of customers have a partial effect on the income of *Cak Ed Delivery* drivers, to find out whether the increase in fuel prices and the number of customers simultaneously affect the income of *Cak Ed Delivery* drivers, and whether the variable increase in fuel prices has an effect on dominant to *Cak Ed Delivery* driver income.

Meanwhile, this study employed sample of 87 of the population with non-technical probability sampling using saturated sampling. Data collection was carried out by observation, interviews, and questionnaires. The analytical tools used are validity, reliability, classic assumption tests, and the analytical tools used are to test the hypothesis is a multiple linear regression test, test the coefficients determination, t-test, and f-test.

Finally, the result of the research based on the t test showed that the fuel price increase variable ( $X_1$ ) has an influence on driver income, for the number of customers variable ( $X_2$ ) it also has an effect on driver income. Based on the F test, it was obtained that  $F_{count}$  was 66.292 >  $F_{table}$  was 3.11. therefore it was tested that there was an influence between the independent variables, namely the increase in fuel prices ( $X_1$ ) and the number of subscribers ( $X_2$ ). The most dominant variable in this study is the fuel price increase variable which has a value of 0,487.

*Keywords : Increase In Fuel Prices, Number Of Customers, Driver Income*

**PENGARUH KENAIKAN HARGA BAHAN BAKAR MINYAK (BBM)  
DAN JUMLAH PELANGGAN TERHADAP PENDAPATAN DRIVER CAK  
ED DELIVERY DI KOTA LAMONGAN**

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**RINGKASAN**

Penelitian ini dilatarbelakangi oleh kenaikan harga BBM yang sudah di tetapkan pemerintah pada 3 September 2022, tetapi terjadi pembaruan harga BBM pada 1 Oktober 2022. Akibat kenaikan harga BBM bukan hanya memperbesar beban masyarakat kecil tetapi juga bagi usaha transportasi salah satunya yaitu *Cak Ed Delivery*. Tujuan penelitian ini yaitu untuk mengetahui apakah kenaikan harga BBM dan jumlah pelanggan berpengaruh secara parsial terhadap pendapatan *driver Cak Ed Delivery*, untuk mengetahui apakah kenaikan harga BBM dan jumlah pelanggan berpengaruh secara simultan terhadap pendapatan *driver Cak Ed Delivery*, dan apakah variabel kenaikan harga BBM berpengaruh secara dominan terhadap pendapatan *driver Cak Ed Delivery*.

Penelitian ini menggunakan sampel 87 populasi dengan Teknik non probability sampling dengan menggunakan sampling jenuh. Pengumpulan data dilakukan dengan observasi, wawancara, dan angket. Alat analisis yang di gunakan yaitu uji validitas, reliabilitas, uji asumsi klasik, dan alat analisis yang di gunakan untuk menguji hipotesis adalah uji regresi linear berganda, uji koefisien determinasi, uji t, dan uji f.

Hasil penelitian berdasarkan uji t diketahui bahwa variabel kenaikan harga BBM ( $X_1$ ) memiliki pengaruh terhadap pendapatan driver, untuk variabel jumlah pelanggan ( $X_2$ ) juga berpengaruh terhadap pendapatan driver. Berdasarkan uji F diperoleh  $F_{hitung}$  sebesar  $66,292 > F_{tabel}$  sebesar 3,11 Sehingga teruji secara bersama-sama terdapat pengaruh antara variabel independen yaitu kenaikan harga BBM ( $X_1$ ) dan jumlah pelanggan ( $X_2$ ). Variabel yang paling dominan dalam penelitian ini yaitu variabel kenaikan harga BBM yang memiliki nilai sebesar 0,487.

*Kata kunci : Kenaikan Harga Bahan Bakar Minyak (BBM), Jumlah Pelanggan, Pendapatan Driver*