

## ABSTRAK

Selika Aprilita Puspitasari, 2026. Pengaruh Volume Pengiriman Produk terhadap Insentif Delivery Man di PT. Graha Mandiri Abadi. Tugas Akhir. Jurusan Diploma Entrepreneurship. Fakultas Ekonommi dan Bisnis. Universitas Trunodjoyo Madura. Pembimbing Dra. Ec. S. Anugrahini Irawati, M.M.

Penelitian ini menganalisis pengaruh volume pengiriman produk terhadap insentif *delivery man* pada PT. Graha Mandiri Abadi (Coca-Cola Official Distributor) Bangkalan. Pendekatan penelitian menggunakan metode kuantitatif deskriptif dengan analisis regresi linear sederhana berbantuan SPSS, memanfaatkan data sekunder periode November 2025-Februari 2026 dari rekapitulasi internal terhadap 6 orang *delivery man*. Hasil uji t parsial menunjukkan volume pengiriman berpengaruh positif dan signifikan terhadap insentif ( $t$  hitung 14,313;  $p < 0,001$ ). Hasil analisis koefisien determinasi ( $R^2$ ) menunjukkan kontribusi yang sangat dominan sebesar 98,1%, sedangkan 1,9% sisanya dipengaruhi faktor luar. Hal baru yang ditemukan dalam penelitian ini adalah dekonstruksi analisis insentif mikro di tingkat distributor resmi logistik domestik, yang membuktikan bahwa fluktuasi finansial kru lapangan murni digerakkan oleh konversi beban fisik volume barang (beverage cases) secara transparan tanpa intervensi subjektif manajemen. Sistem kompensasi berbasis kinerja ini secara empiris mampu menjamin keadilan distributif, meningkatkan loyalitas, sekaligus meminimalkan risiko tingkat perputaran karyawan (*turnover rate*) yang biasanya tinggi pada tenaga operasional logistik.

**Kata Kunci:** Volume Pengiriman, Insentif Karyawan, *Delivery Man*, CCOD.

## ABSTRACT

*Selika Aprilita Puspitasari, 2026. The Effect of Product Shipment Volume on Delivery Driver Incentives at PT. Graha Mandiri Abadi. Final Project. Department of Entrepreneurship (Diploma Program). Faculty of Economics and Business. Trunodjoyo University of Madura. Advisor: Dra. Ec. S. Anugrahini Irawati, M.M.*

*This study analyzes the influence of product delivery volume on delivery man incentives at PT. Graha Mandiri Abadi (Coca-Cola Official Distributor) Bangkalan. The research approach uses a descriptive quantitative method with simple linear regression analysis assisted by SPSS, utilizing secondary data for the period of November 2025-February 2026 from internal recapitulation of 6 delivery men. The partial t-test results show that delivery volume has a positive and significant effect on incentives ( $t_{count} 14.313$ ;  $p < 0.001$ ). The results of the coefficient of determination ( $R^2$ ) analysis show a very dominant contribution of 98.1%, while the remaining 1.9% is influenced by external factors. The new thing found in this research is the deconstruction of micro incentive analysis at the level of domestic official logistics distributors, which proves that the financial fluctuations of field crews are purely driven by the conversion of the physical burden of goods volume (beverage cases) transparently without subjective management intervention. This performance-based compensation system is empirically able to guarantee distributive justice, increase loyalty, and at the same time minimize the risk of employee turnover rate which is usually high among logistics operational personnel.*

**Keywords:** *Delivery Volume, Incentives, Delivery Man, CCOD.*