

Analisis Potensi Rebound Effect Skema Work From Anywhere (WFA) dan Keberadaan Co-Working Space Kota Bekasi = Analysis of The Potential Rebound Effect of The Work From Anywhere (WFA) Scheme and The Existence of Co-Working Space in Bekasi City

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Abstrak

Penelitian bertujuan untuk menganalisis preferensi dan karakteristik pekerja berdasarkan pilihan tempat kerja seperti rumah, co-working space, dan non co-working space serta menghitung besarnya rebound effect Kota Bekasi saat diberlakukannya skema Work From Anywhere (WFA). Analisis yang dilakukan terdiri dari analisis karakteristik pekerja dan rebound effect dari pengembangan model. Data primer yang digunakan untuk analisis diperoleh dari penyebaran kuesioner dan wawancara tatap muka secara online dan offline kepada pekerja kantor Jakarta yang berdomisili di Kota Bekasi. Pertanyaan kuesioner terdiri dari bagian karakteristik responden dan dua bagian pertanyaan stated preference yang digunakan untuk dua penelitian berbeda. Penelitian ini melanjutkan hasil statistik deskriptif dari bagian pertama pertanyaan stated preference dan kemudian dikembangkan model untuk analisis rebound effect. Model yang dikembangkan adalah logit biner yang mensyaratkan dibangunnya fungsi utilitas pada setiap kelompok data. Sebelum ditetapkan sebagai model yang dapat mewakili kelompok data, seluruh model yang terbentuk diuji kelayakannya dengan uji Omnibus, Hosmer and Lemenshow's Goodness of Fit, dan -2 Log Likelihood. Model yang terbukti kelayakannya diuji validitas dengan metode Root Mean Square Error (RMSE) dan model dengan RMSE terkecil ditetapkan sebagai model terbaik. Hasil dari pengembangan model menunjukkan bahwa sebanyak 55% sampel yang keluar rumah dari pertanyaan bagian pertama stated preference memilih co-working space pada 5-10 hari WFA yang mereka miliki sebagai tempat kerja alternatif. Selain itu, disimpulkan bahwa terjadi kenaikan preferensi ke luar rumah sebesar 8% jika ada pilihan tempat kerja alternatif yang lebih konkret.

.....The study aims to analyze worker preferences and characteristics based on workplace choices such as home, co-working space, and non-co-working space and to calculate the potential rebound effect emerging in Bekasi City when the Work From Anywhere (WFA) scheme is implemented. The analysis consists of worker characteristics analysis and rebound effect from model development. The primary data used for the analysis were obtained from distributing questionnaires and face-to-face online and offline interviews to Jakarta office workers domiciled in Bekasi City. The questionnaire questions consist of a respondent characteristics section and two stated preference section used for two different studies. This study continues the descriptive statistical results from the first part of the stated preference questions and then develops a model for rebound effect analysis. The model developed is a binary logit that requires the construction of an utility function on each data group. Before being determined as a model that can represent the data group, all models formed are tested for feasibility with the Omnibus test, Hosmer and Lemenshow's Goodness of Fit, and -2 Log Likelihood. Models that are proven to be feasible are tested for validity using the Root Mean Square Error (RMSE) method and model with the smallest RMSE is determined as the best model. The results of the model development show that as many as 55% of the samples who left the house from the first part of the stated preference question chose co-working space on their 5-10 days of WFA as an alternative

workplace. In addition, it was concluded that there was an increase in preference to leaving the house by 8% if there was a more concrete choice of alternative workplace.