# EXTRINSIC MOTIVATION FOR CONTINUOUS ENGAGEMENT OF INDEPENDENT WORKERS IN THE GIG ECONOMY PLATFORM

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**Abstract**: The rise in the number of people choosing to work on a project or freelance basis has contributed to the popularity of these types of work arrangements. Notwithstanding the gig economy idea, discussions on work engagement, intention to participate, and continuous intention to participate occur among academics. However, the motivational elements that encourage continuous engagement in the gig economy have not been the subject of many studies. The study aims to examine the physical, emotional, and cognitive engagement of gig workers to quantify the independent employees' continuous engagement. The survey questionnaire was used to collect data from 22 gig workers comprising food delivery riders of FoodPanda, GrabFood, and ShopeeFood around the Klang Valley area. The data were analysed utilising SPSS 28.0 software and it was found that Extrinsic motivation, such as social influences and economic motivation, are the determinants of continuous engagement.

**Keywords:** Platform-based economy, Economic incentive, Social pressure, Freelancer, Gig economy

## 1. Introduction

The gig economy grows as technology expands and arbitrates the traditional labor market by introducing new work arrangements that allow employees to work without being stimulated by an office environment. The term "gig economy" refers to temporary employment that is done exclusively to complete a specific task at a particular time using various online platforms, such as websites, and mobile applications (Alif et al., 2020; Asih et al., 2019). In addition, the gig economy includes four types of platform work comprising owned, high-skilled employees who pose as independent contractors, consultants, and independent workers who use the cloud. It encompasses independent contractors that offer services such as courier, and food delivery, and jobs that may be performed online with little training or competency needed (Vallas & Schor, 2020). Due to the proliferation of enterprises entering the gig economy, more employment opportunities are available in this field of work (Gleim et al., 2019) and there has been a recent trend toward an increase in the number of people working independently.

In the United States, by 2020, 36 per cent of all workers would be independent contractors working full-time or part-time, generating a total revenue of 1.2 trillion dollars.

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The pattern that began in 2017 is anticipated to continue, with the percentage climbing from thirty per cent to fifty per cent over the following five to ten years (Milosevic et al., 2021). The own account employees increased by 12.3 thousand in April 2021, taking the total to 2.49 million. In contrast, the number of employees climbed by 31.9 thousand in April 2022, bringing the total to 2.72 million (Malaysia, Ministry of Economy, Department of Statistics Malaysia [DOSM], 2020). Several scholars claimed that COVID-19 significantly impacted the gig economy; professional services and food delivery are in great demand, and their popularity has grown as the Movement Control Order (MCO) has become more firmly entrenched (NST Business, 2021).

Investigating the increasing number of self-employed people in Malaysia is critical. This phenomenon draws much interest from researchers looking at the motivations for people to use the gig economy platform. Previous research highlights the goal of adopting the platform and engagement, stressing that most components are motivated extrinsically. As a result, the present study is necessary to reevaluate the motivation component that influences continuous employment in the gig economy. A preliminary study that investigates instrument reliability focuses on the extrinsic incentive that permits independent workers' ongoing engagement in the gig economy.

## 2. Literature Review

From the employee's viewpoint, engagement refers to people's devotion, passion, and excitement for their jobs and companies and the degree to which employees are inspired by and attached to their work, their coworkers, and the company's overarching objectives (Vreeda et al., 2019). Engagement also refers to the self-harnessing of organisation members to their work obligations and it is characterised as engagement while during role-playing, people use and express themselves cognitively, physically, and emotionally (Khan 1990). Schaufeli et al. (2002) defined engagement as a good, rewarding state of mind associated with work characterised by vigor, dedication, and absorption.

In the early 1990s, William Kahn, a psychologist, coined the theory of personal engagement in the workplace to know about the factors intricate in people's engagement (Khan 1990). Khan (199) also noted that three psychological factors that contribute to employee engagement are meaningfulness, safety, and availability; when people are fully engaged in their roles, they use and express themselves physically, intellectually, emotionally, continuously, and cognitively to promote themselves in the organization (Khan 1990). According to Rajesh (2016), engagement is the condition of being continuously and utterly interested in an activity or endeavor, marked by emotions of excitement, enthusiasm, and commitment. Engagement as a subject matter has been discussed extensively in psychology, human resource management, marketing as well as marketing area, which is operationalised variously due to different perspectives (Chiu, 2022; Hossan, et al., 2020). Hence, the notion of engagement is complex and does not have a universal definition (Cole et al., 2012).

The later theory-based engagement has been widely spared in other viewpoints such as employee, job, and organisation engagement (Riyanto et al., 2021; Zeng et al., 2022). According to Putra et al. (2017), extrinsic motivation is an important factor that measures the

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level of employee engagement in the hospitality sector. Engidaw (2021) claimed that extrinsic motivation directly affects employee engagement when the organisation deliberately lifts financial, and non-financial rewards. Miao et al. (2020) pointed out that extrinsic motivation is instrumental in enhancing junior job engagement in the organisation; thus indicates that the individual cannot depend on intrinsic motivation; instead, they must be motivated by an external motive to participate in the workforce as supported by Ryan and Deci (2000). A good and rewarding mental state is tied to one's job and is characterised by enthusiasm, devotion, and engagement in the task (Salanova, 2005). Catteeuw et al. (2007) argued that the degree to which employees are satisfied with their employment, feel appreciated, and have a sense of trust and teamwork, are more likely to remain with the firm longer. Chaohui et al., (2020) point out that professional identity positively affects employee engagement and satisfaction, whereas turnover intention is negatively affected.

Based on the scholars' opinions, arguments, and research as stated should shed light on independent workers' participation in the digital working arrangement. Numerous efforts are being made to understand the reality of independent employee engagement intentions and the driving forces for ongoing engagement. Meanwhile, Gandhi et al. (2018) initialised the study on people's intention to become gig workers in the platform-based economy from an Indonesian worker's perspective. The outcome illustrates that Gig workers acknowledge that various reasons, including social influence, economic motivation, competence, interest, and the drive for success and autonomy, activate their intentions. Mahmod and Hassan (2020) investigate the characteristics that motivate Malaysian women to join spatial crowdsourcing platforms; the preliminary research findings indicate that both extrinsic and intrinsic components of motivation play an essential part, as seen by the themes that arose in the extrinsic, and intrinsic motivation factors. Within the context of a virtual course, research on the factors that influence people's decisions to become independent contractors (gig workers) is being conducted by (Alif et al., 2020). The internal motive was conceptualised as competency and interest, while the extrinsic incentive consists of social influence, cultural value, and economic value. The outcome suggests that the stated motivations impact the intention to become gig workers.

According to prior research findings, a dearth of research focuses on independent workers' continuous engagement in gig economy platforms (Kajendran et al., 2022). Consequently, the motivation component could be changeable depending on the inherent and external environment; as Ryan and Deci (2000) suggested that people's motivation may be a continuum, it will change from intrinsic to extrinsic motivation due to the interaction of external environmental factors. Therefore, it is crucial to investigate the extrinsic motivational elements that drive independent workers' continuous engagement in the gig economy. Therefore, the present study aims to conduct a pilot study to evaluate the validity of the instrument to determine whether all suggested items are reliable or require further refinement in light of the analyses.

## 2.1 *Motivation*

The need to engage in activities to accomplish a particular objective is known as motivation, which manifests in the form of effort or strength in a person (Ahmad et al., 2017).

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There are several meanings for "motivation," but most heavily emphasise workplace-related matters. The term "Motive," which denotes needs, wishes, wants, or urges within people, is the first letter of the phrase "motivation." It is the process of motivating individuals to take certain behaviours to achieve predetermined goals. In the context of workplace objectives, these motivators may include a desire for financial gain, achievement, praise, job satisfaction, and collaboration (Hieu et al., 2020). Motivation is the arousal to perform and act in a particular way to fulfill the expected desires, and requirements.

Subsequently, two significant factors that affect human behavior are intrinsic and extrinsic motivation. Extrinsic motivation relates to the pursuit of benefits from outside sources or the avoidance of negative consequences, whereas intrinsic motivation refers to participation in an activity for its intrinsic fulfillment and personal delight. According to research, intrinsic motivation produces better results, such as more creativity, perseverance, and overall pleasure (Ryan & Deci, 2000). Recently the types of motivation have become a concern from an employee engagement perspective (Engidaw, 2021; Chaohui et al., 2020). According to Engidaw (2021), the finding suggested that extrinsic motivation predominates compared to intrinsic motivation. Employees are more concerned about their earnings, and recognition than their interests and personal value.

Moreover, in the gig economy context, the motivation of gig workers influences them to work and also becomes the primary concern of scholars (Nichapat, 2022). Bellesia et al. (2019) argue that gig workers are willing to spend their human resources in the gig economy platform due to the attractive earnings, and flexible working arrangements. However, there is a lack of studies to extend the research on whether the initial motivation remains static to be willing to sustain the platform (Oliveira et al., 2022). Therefore, the present study conceptualises that extrinsic motivation, including economic motivation and social influences impacts the continuous engagement of independent workers in the gig economy platform.

### 2.1.1 *Extrinsic Motivation*

Based on the Self-Determination theory, extrinsic motivation refers to the desire to carry out a specific action, or behavior as a result of incentives or other outside forces. These extraneous elements may include monetary, or other material benefits, praise from others, fear of rejection, and social approval (Ryan & Deci, 2000). Extrinsic motivation has been extensively researched in the domains of psychology, marketing, human resource management, and education (Nilasari et al., 2021). When an extrinsic incentive is presented, it is utilised to justify engaging in the activity, hence, extrinsic motivation is the most potent factor that affects people's attitudes and behaviour (Ahmad & Jamel, 2018). It is essential to consider extrinsic motivation to determine employee motivation in the workplace (Milka et al., 2015).

Extrinsic motivation is the concrete benefits companies must offer to motivate their employees to perform their best, such as compensation, incentives, benefits packages, protection, promotions, service contracts, and comfortable working conditions (Kalhoro et al., 2017). Yusuf (2021) states that extrinsic motivation is an essential element that could impact employee performance and drastically impact the organisation's financial

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performance. Engidaw (2021) states that extrinsic motivation, rather than innate drive, is the key to promoting employee engagement indicating that the individual cannot rely on intrinsic motivation, and they must be motivated by an external motive to participate in the workforce (Ryan & Deci, 2000). It is also crucial to look into the gig economy context and how extrinsic motivation facilitates independent workers to engage in the gig economy platform. From the gig economy perspective, the motivation will be divergent when compared with the standardised working context (Bellesia et al., 2019). It has been proven that extrinsic motivation drives gig workers to opt for the platform to work and reason to preserve their socioeconomic status (Oliveira et al., 2022; Shafiei et al., 2022). This is because gig workers usually work in an uncertain, and competitive market where they must constantly hustle to acquire engagements, and earnings (Henley, 2021).

Furthermore, Mahmod and Hassan (2020) studied women's motivation factors to participate in the spatial crowdsourcing platform. The finding suggested that extrinsic motivation was dominant compared with intrinsic motivation, which explained the reason behind its primary source of income for family support. Likewise, Wulandari et al. (2019) examined the motivation factors for Indonesian freelancers to be employed in the online platform. The result indicated that extrinsic motivation, including work-life balance, economic incentives, unemployment, and networking, influenced Indonesian freelancers to engage in the platform. On the whole, it can be summarised that extrinsic incentives drive independent workers' participation in the gig economy platform, and the incentives affect independent employees' ongoing involvement with the meal delivery platform.

### 2.1.2 Economic Motivation

Economic motivation refers to the individuals who are pushed to participate in activities or accomplish goals via an instrument known as economic motivation, distinct from personal consideration (Locke & Schattke, 2019). Economic motivation provides monetary rewards that include income, and financial, and non-financial benefits (Churchill & Craig, 2019). Hence, an instrument known as economic motivation, separate from personal consideration, is used to promote people to engage in activities or achieve objectives. This instrument drives people to participate in activities or accomplish goals.

Employees who contribute their knowledge, skills, and talents to the organisation's expansion are eligible for compensation via a reward system that has been carefully crafted by the organisation and is based on the management philosophy, practices, and market value (Armstrong, 2017). From the perspective of an employment contract, a salary is defined as the periodic payments made by an employer to their workers based on the individual supply of their resources for the sake of organisation growth (Durham & Connolly, 2018). Consequently, it is crucial to concentrate on workers' engagement in work-related issues when economic motivation is linked to monetary rewards, money, salary, and other benefits that are related to monetary incentives. Economic motivation was the main pushing factor for gig workers to participate in the gig economy platform (Shafiei et al., 2022). As an example, despite the COVID-19 unemployment issue, one gig worker could make money by delivering food door-to-door; meanwhile, other industries were shut down to stop the viruses from spreading around the neighborhood (Apouey et al., 2020).

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## 2.2 *Social Influences*

Numerous factors, including social interactions, cultural norms, the media, and institutional structures, might cause the impact of 'social influences" in the form of people's attitudes, beliefs, behaviors, and choices to become apparent. They influence how people think, prefer, and behave, which usually causes people to adhere to or deviate from accepted social standards (Lim, 2022). Previous research on social influence is categorised into social media influencers, peer support, leadership expertise, and social influence marketing. Chuang et al. (2018) argue that social support is an essential element in the logistic area because the nature of business is branded as a reckless orientation working culture, and there is a high need for social support for junior employees. Nikolova et al. (2019) point out that employee perceptions of their workplaces as innovative illustrations of societal standards may be influenced by a leadership style that prioritises inspiring, empowering, and establishing relationships among team members. A good leadership approach thus acts as a social influence on the employee to participate in the work environment.

The social influence subject matters were widely applied in the phenomena of the gig economy in a diverse standpoint of how social influences impact the user and gig workers' willingness to opt for the platform (Alif et al., 2020; Jiang et al., 2021). Social variables substantially impact gig workers' willingness to provide labour on platforms for the gig economy, including family, close friends, and other trusted people, immediate surroundings may impact the motivation of gig workers to endure and preserve sustainability to use the gig economy platform (Gandhi et al., 2018).

## 3. Conceptual Framework

In Figure 1, the present study conceptualises that a relationship exists between the continuous engagement of the gig-workers with extrinsic motivation. The dependent variables comprise physical, emotional, and cognitive engagement sub-dimensions while the independent variables consist of economic motivation and social influences. The objective of the present study is to determine that the instrument is carefully prepared based on scale validation as displayed by the pilot test findings and hence, hypotheses are not tested.
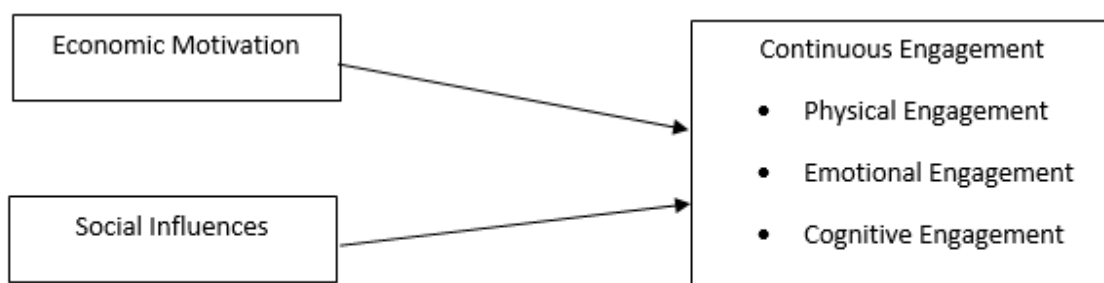


Figure 1: Conceptual Framework of Gig-workers Motivation and Continuous Engagement

## 4. Methodology

This study employs a cross-sectional design, quantitative methodology, and a correlational research approach to collect preliminary data. The sampling units include food delivery riders, independent workers from Klang Valley which is one of Malaysia's major metropolitan areas, and selected workers from the B40 household income. They operate delivery services from well-known companies including FoodPanda, GrabFood, and ShopeeFood. A questionnaire is developed based on seven Likert scale-related options that indicate the level of strongly agree to disagree strongly. A cover letter describing the study's goal and the purpose of data collection was included with the questionnaire. The questionnaire is divided into four sections: A, B, C, and D. Part A includes all related responder demographic profile questions. In contrast, Part B includes continuous engagement questions which are divided into sub-dimensions: physical, emotional, and cognitive engagement. The remainder of Part C addresses extrinsic motivation which is separated into two sub-dimensions: economic motivation, and social factors. All of the proposed items were evaluated using a 7-point Likert scale. Thirty (30) questionnaires were randomly distributed to the food delivery riders and twenty-two completed survey forms were returned. Eight questionnaire forms were rejected due to respondents' incomplete responses on the survey form.

### 4.1 *Development of Instrument*

The items were obtained from existing literature and modified following the nature of the investigation, and consequently, considerable thought was given to the wording and order of the questions when developing the instrument (Acharya, 2010). After obtaining and finalising the items from the literature, the questionnaire was validated by three academic experts and because the instrument was constructed in English and Malay linguistics, the questionnaires were later validated by two language experts, English, and Bahasa Melayu. Due to a better comprehension of the question, the questionnaire distribution instrument was only available in Malay and English. Balbinotti et al. (2007) emphasise the importance of translation when researching disparate cultural groups, and in countries with multiple official languages. The questionnaire was revised and reorganised in terms of grammatical errors, and sentence structure based on the two aspects of the expert's feedback. Meanwhile, twenty (20) questionnaires were distributed to academic and non-academic staff at Universiti Selangor for the pilot research and then revised based on their responses. The questionnaire items were finalised in the final phase, and followed by the reliability analysis. Table 1 provides a summary of instrument construction and measurement.

Table 1. Summary of Measurements

| Dimension | Sub-dimension | No. Items | Sources |
|---|---|---|---|
| Continuous Engagement | Physical Engagement | 6 | (Rich et al., 2010) |
| | Emotional Engagement | 6 | (Rich et al., 2010) |
| | Cognitive Engagement | 6 | (Rich et al., 2010) |
| Extrinsic Motivation | Economic Motivation | 6 | (Gandhi et al., 2018) |
| | Social Influences | 6 | (Nawaz et al., 2019) |

The present research operationalises continuous engagement as a multidimensional concept, and the instruments are adapted from existing literature following the subject matter of the present study. The seven-point Likert Scale for all conceptually constructed variables utilised ranges from 1 (strongly disagree) to 7 (strongly agree). The developed items for the continuous engagement of independent workers in the gig economy are shown in Table 2.

Table 2. Measurement Items for Continuous Engagement

| Dimension | Sub-dimension | Item | Sources |
|---|---|---|---|
| Continuous Engagement | Physical Engagement | PE1 I work hard on my food delivery job. | (Rich et al., 2010) |
| | | PE2 I exert my full effort in my food delivery job | (Rich et al., 2010) |
| | | PE3 I devote much energy to a food delivery job. | (Rich et al., 2010) |
| | | PE4 I try my hardest to perform well in my food delivery job. | (Rich et al., 2010) |
| | | PE5 I strive to complete my delivery orders as soon as possible. | (Rich et al., 2010) |
| | | PE6 I have the aptitude as a food delivery person. | (Rich et al., 2010) |
| | Emotional Engagement | EE1 I am enthusiastic about my food delivery job. | (Rich et al., 2010) |
| | | EE2 I feel energetic at my food delivery job. | (Rich et al., 2010) |
| | | EE3 I am interested in my food delivery job. | (Rich et al., 2010) |
| | | EE4 I am proud of my food delivery job. | (Rich et al., 2010) |
| | | EE5 I feel positive about my food delivery job. | (Rich et al., 2010) |
| | | EE6 I am excited about my food delivery job. | (Rich et al., 2010) |
| | Cognitive Engagement | CE1 My mind is focused on my food delivery job. | (Rich et al., 2010) |
| | | CE2 I pay a lot of attention to my food delivery job. | (Rich et al., 2010) |
| | | CE3 I focus a great deal of attention on my food delivery job. | (Rich et al., 2010) |
| | | CE4 I became a food delivery rider because of the clear structure of the work. | (Rich et al., 2010) |
| | | CE5 I concentrate on my food delivery job. | (Rich et al., 2010) |
| | | CE6 I give a lot of attention to my food delivery job. | (Rich et al., 2010) |
| Extrinsic Motivation | Economic Motivation | EM1 I am getting an above-minimum basic salary (RM 1500.00). | (Gandhi et al., 2018) |
| | | EM2 I am getting more income as a food delivery rider than I was in my previous job. | (Gandhi et al., 2018) |
| | | EM3 I can save more money by participating in a food delivery platform. | (Gandhi et al., 2018) |
| | | EM4 I work extra hours to earn more income. | (Gandhi et al., 2018) |
| | | EM5 My participation in a food delivery platform provide me with more time with my family. | (Gandhi et al., 2018) |
| | | EM6 I am getting more income as a food delivery rider than I was in my previous job. | (Gandhi et al., 2018) |
| | Social Influences | SI1 I enjoy interacting with different types of people. | (Nawaz et al., 2019) |
| | | SI2 My friends recommend this food delivery platform. | (Nawaz et al., 2019) |
| | | SI3 The food delivery platform helps me make new friends. | (Nawaz et al., 2019) |
| | | SI4 This food delivery platform would make a good impression on other people. | (Nawaz et al., 2019) |
| | | SI5 This food delivery platform would help me feel accepted in society. | (Nawaz et al., 2019) |
| | | SI6 The food delivery platform helps to strengthen social relations with others. | (Nawaz et al., 2019) |

The multi-dimension of continuous engagement consists of physical, emotional, and cognitive engagement items that were adapted and revised (Rich et al., 2010). Each sub-dimension was constructed for continuous engagement with six items, equivalent to eighteen (18) items for all. For extrinsic motivation, each sub-dimension was constructed with six (6) items, with twelve (12) items as a whole. However, the predictor of continuous engagement is operationalised as a multi-dimension: extrinsic motivation, including economic motivation, and social influences. The items were adapted and altered according to the gig economy perspective for each sub-dimension. Moreover, six (6) items for economic motivation were adapted from previous studies (Gandhi et al., 2018); meanwhile, for social influences, the items were adapted from previous studies (Nawaz et al., 2019).

**4.2 Data Analysis and Results**

In this section, the statistical analysis and interpretation were performed using SPSS version 28, and the initial data analysis of the pilot study focused on the participant profiles of the respondents. Before moving on to more in-depth data analyses, such as relationships analysis, the preliminary analysis includes descriptive analyses for the respondent profile to acknowledge the frequency of respondents, descriptive item analysis, and reliability for each variable in the framework of the present study. These analyses are required before proceeding to more in-depth data analyses, such as relationships analysis. It offers fundamental data analysis procedures, including data purification, demographic analysis, and descriptive analysis of research instruments. Also included in this preliminary analysis is the reliability analysis using Cronbach's alpha.

**4.3 Profile of the Respondents**

The demographic profile of the respondents is displayed in Table 3. There were 20 male respondents (90.0%), and two female respondents (9.1%). Seventeen respondents were between the ages of 21 and 25, while three were between 26 and 30. The most minor proportion of respondents is between 18 to 20 and 31 to 35 age groups. Regarding ethnicity, the majority were Malay (14, 63.6%), followed by Indian (8, 36.4%). In addition, the plurality of participants were unmarried (13, 59.1%). The minority (9, 40.9%) was married. As for nine married respondents, the majority (8, 54.4) of their spouses were employed, while one was unemployed. 36.4% of respondents fall within the B1 (RM 0-RM 2499) household income bracket. B2 (RM2500-RM3169) follows at 31.8 per cent. Third, B4 (RM 3970-RM4849) is 22.7 per cent, and the minor portion taken B3 (RM 3170-3170-RM3696) is 9.1 per cent for the B40 range of household income. Eleven food delivery riders were from Petaling (50%), and eight from Kuala Lumpur (36.4%). The smallest number of riders came from Klang (2, 9.1%) and Gombak (1, 4.6%). The food delivery personnel were recruited from the Klang Valley. However, areas outside of the Klang Valley were not included, hence the findings of this study apply to all food delivery couriers in the Klang Valley. Most contract workers were full-time (13, 59.1%) and part-time (9, 40.1%) employees. Most food delivery riders come from FoodPanda (11, 50.0%), followed by GrabFood (9, 40.9%) and ShopeeFood (2, 9.0%).

Table 3. Demographic Profile of Respondents

| Characteristics | Category | Frequency | %age (%) |
|---|---|---|---|
| Gender | Male | 20 | 90.0 |
| | Female | 2 | 9.1 |
| Age | 18-25 | 1 | 4.5 |
| | 21-25 | 17 | 77.3 |
| | 26-30 | 3 | 13.6 |
| | 31-35 | 1 | 4.5 |
| Race | Malay | 14 | 63.6 |
| | Indian | 8 | 36.4 |
| Marital Status | Married | 9 | 40.9 |
| | Single | 13 | 50.1 |
| If you are married, your spouse is | Employed | 8 | 54.5 |
| | Unemployed | 1 | 4.5 |
| Gig Monthly Earning | Less than RM 2499 | 10 | 45.5 |
| | RM 2500 – RM 3169 | 5 | 22.7 |
| | RM 3170 – RM 3969 | 3 | 18.2 |
| | RM 3970 – RM 4849 | 8 | 13.6 |
| B40 Household Income Range | B1 (RM 0 – RM 2499) | 8 | 36.4 |
| | B2 (RM 2500 – RM 3169) | 7 | 31.8 |
| | B3 (RM 3170 – RM 3969) | 2 | 9.1 |
| | B4 (RM 3970 – RM 4849) | 5 | 22.7 |
| Delivery Location | Kuala Lumpur | 8 | 36.4 |
| | Petaling | 11 | 50.0 |
| | Klang | 2 | 9.1 |
| | Gombak | 1 | 4.5 |
| Gig Employment Status | Full time | 13 | 59.1 |
| | Part-time | 9 | 40.9 |
| Food Delivery Job Experiences | < 1 Year | 6 | 27.3 |
| | 1 to 3 Years | 13 | 59.1 |
| | 3 Years > | 3 | 13.6 |
| Types of Food Delivery Platforms | FoodPanda | 11 | 50.0 |
| | Grab Food | 9 | 40.9 |
| | Shopee Food | 2 | 9.1 |

## 4.4 Descriptive Statistics

A descriptive statistics analysis was conducted to define and summarise the main characteristics of the data set from the respondent's perspective on each element. Questions on a seven-point Likert scale from 1 (strongly disagree) to 7 (strongly agree) were posed to measure the ongoing engagement of independent workers in the gig economy. Physical engagement (PE), emotional engagement (EE), and cognitive engagement (CE) are the three sub-dimensions that make up continuous engagement. The descriptive analysis for CE is compiled in Table 4. A comprehensive statement shows that the average physical engagement of independent workers in the gig economy ranges from 5.82 to 6.32. Most food delivery riders agree that they devote much energy to a food delivery job (M – 6.32, SD – 0.780). It is followed by the statement "I try my hardest to perform well in my food delivery job" and "I strive to complete my delivery orders as soon as possible." (M – 6.18, SD – 0.795) and (M – 6.14, SD – 0.774) respectively. The food delivery rider agreed that they exert their full effort in food delivery (M – 6.05, SD – 0.844) and work hard on their food delivery job (M – 6.00, SD – 0.759). The lowest mean value is 5.82 with an SD of 0.907 for the question "I have the aptitude as a food delivery person."

Moreover, the average emotional engagement of independent workers in the gig economy ranges from 5.32 to 5.77. Most food delivery riders agreed they were enthusiastic about the food delivery job (M – 5.77, SD – 0.813). It is followed by the statement "I feel energetic at my food delivery job" and "I am interested in my food delivery job." (M – 5.59, SD – 0.813) and (M – 5.55, SD – 1.057) correspondingly. The food delivery riders agreed that they feel positive about their food delivery job (M – 5.50, SD – 1.058) and are proud of their food delivery job (M – 5.41, SD – 1.297). The lowest mean is 5.32, with an SD of 1.171 for the question "I am excited about my food delivery job." Next, the average cognitive engagement of independent workers in the gig economy ranges from 5.41 to 5.95. Most food delivery riders believe they give a lot of attention to their food delivery job (M – 5.95, SD – 0.844). It is followed by the statement "I concentrate on my food delivery job" and "I pay a lot of attention to my food delivery job." (M – 5.82, SD – 0.907) and (M – 5.59, SD – 1.098) respectively. The food delivery riders also agreed that they became food delivery riders because of the clear structure of the work (M – 5.55, SD – 1.011), and they focus a great deal of attention on their food delivery job (M – 5.50, SD – 1.144). The least mean is 5.41, with an SD of 1.141 for the question "My mind is focused on my food delivery job."

**Table 4**. Descriptive analysis of Continuous Engagement (n=22)

| Construct | Variable | Items | Mean | Std. Deviation |
|---|---|---|---|---|
| Continuous Engagement | Physical Engagement | PE1 I work hard on my food delivery job. | 6.00 | 0.759 |
| | | PE2 I exert my full effort in my food delivery job. | 6.05 | 0.844 |
| | | PE3 I devote much energy to a food delivery job. | 6.32 | 0.780 |
| | | PE4 I try my hardest to perform well in my food delivery job. | 6.18 | 0.795 |
| | | PE5 I strive to complete my delivery orders as soon as possible. | 6.14 | 0.774 |
| | | PE6 I have the aptitude as a food delivery person. | 5.82 | 0.907 |
| | Emotional Engagement | EE1 I am enthusiastic about my food delivery job. | 5.77 | 0.813 |
| | | EE2 I feel energetic at my food delivery job. | 5.59 | 1.098 |
| | | EE3 I am interested in my food delivery job. | 5.55 | 1.057 |
| | | EE4 I am proud of my food delivery job. | 5.41 | 1.297 |
| | | EE5 I feel positive about my food delivery job. | 5.50 | 1.058 |
| | | EE6 I am excited about my food delivery job. | 5.32 | 1.171 |
| | Cognitive Engagement | CE1 My mind is focused on my food delivery job. | 5.41 | 1.141 |
| | | CE2 I pay a lot of attention to my food delivery job. | 5.59 | 1.098 |
| | | CE3 I focus a great deal of attention on my food delivery job. | 5.50 | 1.144 |
| | | CE4 I became a food delivery rider because of the clear structure of the work. | 5.55 | 1.011 |
| | | CE5 I concentrate on my food delivery job. | 5.82 | 0.907 |
| | | CE6 I give a lot of attention to my food delivery job. | 5.95 | 0.844 |

Table 5 depicts the descriptive statistics for EM while Table 6 depicts the descriptive statistics for SI. The average economic motivation was from 6.00 to 3.82. Most food delivery riders agreed they work extra hours to earn more income (M – 6.00, SD – 1.345). It is followed by the statement "I am getting an above-minimum basic salary (RM 1500.00)" and "I can save more money by participating in a food delivery platform" (M – 5.64, SD – 1.497) and (M – 5.45, SD – 1.224), correspondingly. The food delivery riders also can save more money by participating in a food delivery platform (M – 4.82, SD – 1.651). The slightest mean is 4.50 with an SD of 1.626 for the question "I am getting more income as a food delivery rider than I was in my previous job" and "My participation in a food delivery platform provides me more time with my family" (M – 3.82, SD – 1.651).

**Table 5**. Descriptive analysis of Personal Interest (n=22)

| Construct | Variable | Items | Mean | Standard deviation |
|---|---|---|---|---|
| Extrinsic Motivation | Economic Motivation | EM1 I am getting an above-minimum basic salary (RM 1500.00). | 5.64 | 1.497 |
| | | EM2 My participation in the food delivery platform benefits me financially. | 5.45 | 1.224 |
| | | EM3 I can save more money by participating in a food delivery platform. | 4.82 | 1.593 |
| | | EM4 I work extra hours to earn more income. | 6.00 | 1.345 |
| | | EM5 My participation in a food delivery platform provide me with more time with my family. | 3.82 | 1.651 |
| | | EM6 I am getting more income as a food delivery rider than I was in my previous job. | 4.50 | 1.626 |

**Table 6**. Descriptive analysis of Self-Esteem (n=22)

| Construct | Variable | Items | Mean | Standard deviation |
|---|---|---|---|---|
| Extrinsic Motivation | Social Influences | SI1 I enjoy interacting with different types of people. | 5.00 | 1.113 |
| | | SI2 My friends recommend this food delivery platform. | 3.95 | 1.786 |
| | | SI3 The food delivery platform helps me make new friends. | 5.00 | 1.380 |
| | | SI4 This food delivery platform would make a good impression on other people. | 4.73 | 1.241 |
| | | SI5 This food delivery platform would help me feel accepted in society. | 4.68 | 1.427 |
| | | SI6 The food delivery platform helps to strengthen social relations with others. | 4.86 | 1.424 |

The average economic motivation is from 5.00 to 3.95. Most food delivery riders agreed that they enjoy interacting with different types of people (M – 5.00, SD – 1.113), and the food delivery platform helps them make new friends (M – 5.00, SD – 1.380). Subsequently, the riders also believe that the food delivery platform helps to strengthen social relations with

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others with (M − 4.86, SD − 1.424) and the food delivery platform would make a good impression on other people with (M − 4.73, SD − 1.241).  The minor mean is 4.68 with an SD of 1.427 for the question "This food delivery platform would help me feel accepted in society" and "My friends recommend this food delivery platform" (M − 3.95, SD − 1.786).

### 3.5 Reliability Analysis

The purpose of the reliability test is to verify that the respondents found the suggested items dependable.  Reliability analysis, according to Reed (2012), can be measured using two different methods: a test/retest and an internal consistency check. Cronbach's alpha was used in this work as an internal consistency check.  The well-known SPSS statistical program for social sciences was used to analyse the data.  The dependability of each variable has been tested using the features offered by SPSS 28.  When each variable's Cronbach's alpha (CA) value was quantified to evaluate the internal consistency, all values were over 0.7, which is a usual acceptance requirement (Hair, 2011).

The CA for each examined variable is displayed in Table 7. Based on the reliability analysis, the three sub-dimensions of physical engagement (PE), emotional engagement (EE), and cognitive engagement (CE) were connected with the reliability result of the dependent variable continuous engagement.  The CA was more than 0.7 for each sub-dimension of the dependent variable. The reliability result showed that CE (0.909), EE (0.935), and PE (0.925) all have good reliability scores. Economic Motivation (0.755), and Social Influences (0.853) are independent variables. The reliability result reveals that the developed items have a high-reliability value, and all proposed variables met the CA value requirement.

Table 7. The reliability analysis

| Construct | Variables | Number of items | Cronbach's alpha |
|---|---|---|---|
| Continuous Engagement | Physical Engagement (PE) | 06 items | 0.925 |
| | Emotional Engagement (EE) | 06 items | 0.935 |
| | Cognitive Engagement (CE) | 06 items | 0.909 |
| Extrinsic Motivation | Economic Motivation (EM) | 06 items | 0.755 |
| | Social Influences (SI) | 06 items | 0.853 |

### 5. Conclusion and Limitation

It is found that the proposed conceptualised variables items fall within the CA values as suggested by the existing literature, and the demographic profile of the respondents was analysed using descriptive statistics. Therefore, it is acceptable and valid for further analysis and interpretation since all constructed items exceeded the reliability value threshold. To ensure that erroneous data points do not skew the conclusions of the analysis, the recommendation for coping with extreme outliers is to exclude them from further investigation. Further examination of the internal consistency of the proposed research model reveals that the standards for this element are met. When data from a larger sample size is collected, a complete picture of the research will emerge, and this will occur in the next

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portion of the project, enhancing existing findings and providing more in-depth information about the viability of the research model presented in this study.

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