

Gig Work as a Productivity Catalyst: Pathways from Experience and Networks to Entrepreneurship

Cahyani Windarto^{1,2*}, Nurul Hidayah³

¹Surakarta Vocational and Productivity Training Center, Ministry of Manpower of the Republic of Indonesia

²Faculty of Science and Technology, Duta Bangsa University

³Postgraduate School of UIN Raden Mas Said Surakarta

*Correspondence: cahyaniwindarto@kemnaker.go.id

Abstract

The rapid rise of the gig economy is reshaping labor markets, generating both opportunities and vulnerabilities for workers while opening new trajectories toward entrepreneurship. The reasons and difficulties impacting the career choices of Indonesian students working part-time as digital gig workers are examined in this study, which also looks at how their experiences affect career choices in a changing labor market. This study uses partial least squares structural equation modeling (PLS-SEM) to analyze data in order to determine how entrepreneurial intention is impacted by network development, experience learning, and gig economy involvement. The findings highlight that economic drivers such as wages and flexibility are central to workers' entry into gig work, while structural challenges, including limited social protection, gendered vulnerabilities, and safety risks, continue to constrain equitable participation. At the same time, gig work offers experiential learning and expanded networking opportunities, which are shown to strengthen entrepreneurial intentions. By enabling workers to build skills, social capital, and adaptive strategies, gig platforms can become incubators for future entrepreneurial ventures. However, this potential is mediated by precarity, unequal access, and systemic hazards that require policy interventions and platform accountability. The findings contribute to debates on the dual role of gig work, emphasizing the need for holistic frameworks that integrate economic incentives, social protections, gender equity, and sustainable practices. Gig work's ripple effects may serve as an important driver for entrepreneurial dynamism and productivity development in the future of work.

Keywords: Gig work, productivity catalyst, experimental learning, entrepreneurship, gig economy.

1. Introduction

The gig economy denotes the labor exchange enabled by internet platforms between enterprises and individuals (Yu & Abdul Hamid, 2024), emphasizing short-term tasks or remuneration (Hägg et al., 2025). Commonly referred to as the on-demand (ILO, 2025), digital, or online platform economy (Himani Srihita et al., 2025; Pilatti et al., 2024), it encompasses a diverse range of professions (Wood et al., 2025), particularly in digital and remote employment (Tobing, 2024) across multiple sectors

(Himani Srihita et al., 2025; Wood et al., 2025). The gig economy provides advantages including increased work engagement (Affolter et al., 2025), better work-life balance (Warren, 2021), and favorable mental health outcomes (Lu et al., 2023), essential for employees pursuing a less stressful lifestyle. This trend corresponds with the changing tastes of millennials, who emphasize flexibility in their work schedules (Alauddin et al., 2025; Katsnelson et al., 2021), seeking a balance between personal and professional life (Müller et al., 2025; Warren, 2021), while utilizing technology, in contrast to previous generations that adhered to conventional work hours (Zwettler et al., 2024). The gig economy allows individuals to establish career trajectories through creative endeavors by reducing entrepreneurial risks through small business models facilitated by intermediary platforms (Denes et al., 2025).

The gig economy has substantially altered the global labor market, with an average growth rate of 10 % per year before the pandemic 2020, and of about 40 % since the beginning of the pandemic in March 2020, the online gig economy is, by far, the most strongly developing labour market of the past 10 years (Herrmann et al., 2023). In the United States, gig workers constitute roughly 32.5% of the labor force (Bracha & Burke, 2021), whereas the gig economy in the United Kingdom has doubled, now engaging 4.7 million individuals, or around 10% of the workforce (Andrew Fennel, 2025). Participation among young inhabitants in Europe is increasing swiftly (M. Li et al., 2025), while China boasts over 200 million persons engaged in gig employment (S. Li et al., 2025). As of August 2024, Indonesia indicates that approximately 57.95% of the workforce, equating to 83.8 million, are informal workers, with a minimum of 4 million participating in gig employment (Intan Annisa Putri, 2025). The gig economy includes diverse non-traditional employment types, specifically those that are not exclusively online (such as babysitting) and platform-based work (like Uber driving and food delivery) (Lord et al., 2023). Advanced technologies, especially the Internet, are crucial to the swift expansion of digital platform-based gig employment (Y. Li et al., 2025), which is increasing at an annual rate of 25%. Forecasts suggest that in the forthcoming decade, one-third of employment will be facilitated by these platforms (Hünefeld et al., 2021; Stephany et al., 2021). This research categorizes gig work as a flexible employment paradigm defined by piecework compensation and the lack of long-term contracts (Muhyiddin et al., 2024) or employment benefits, hence encompassing informal freelance and short-term labor.

Labor markets profoundly affect individual entrepreneurial choices (Denes et al., 2025), with the gig economy arising as a disruptive element due to recent technological innovations (Barrios et al., 2022; Hägg et al., 2025). The gig economy, marked by minimal entry costs and adaptability (Ewens et al., 2018), promotes experimentation and mitigates uncertainty (Abdelfattah et al., 2022), which are crucial for entrepreneurship. It offers individuals the chance to acquire pertinent experience similar to entrepreneurship while reducing the expenses associated with innovation and beginning funding. Furthermore, it assists entrepreneurs in risk mitigation by facilitating income stabilization, promoting learning, and incentivizing risk-taking, potentially resulting in the formation of enterprises that enhance economic growth. Entrepreneurship is fundamental to recognizing the mechanisms that result in new ventures and economic progress (Ahmad et al., 2025), especially concerning the entrepreneurial intention process—the phase before the actual establishment of a business (Brattström et al., 2025).

Academics characterize entrepreneurship as the generation of value and the development of unique products, and it is progressively acknowledged as a legitimate professional option. Established frameworks, such as the Theory of Planned Behavior (TPB) proposed by Ajzen (Ajzen, 1991) and The Social Dimensions of Entrepreneurship by Shapero and Sokol (Shapero & Sokol, 1982), elucidate that entrepreneurial purpose arises from perceived feasibility and aspiration. In industrialized countries, entrepreneurship is vital for job creation and economic advancement (Low & MacMillan, 2007); nevertheless, the elements influencing entrepreneurial intents in emerging nations are still inadequately examined.

The drive for productivity is essential for organizations to achieve their goals (Alfarizi et al., n.d.), closely related to labor usage. Three principal factors affect labor productivity (Van Tam et al., 2021): (i) individual capability and engagement in work, (ii) compliance with the quality and quantity requirements established by the organization, and (iii) punctual fulfillment of tasks. In the realm of gig workers, productivity is evaluated based on self-capacity, which includes mental, physical, and operational abilities. The quality and amount of service are assessed by consumer evaluations and satisfaction reviews. Workload productivity is measured by the rate of accomplishing daily objectives in accordance with system standards (Najiha & Herman, n.d.). In contrast to conventional labor models, productivity in the gig economy is contingent upon the sector, platform, and worker competencies, frequently evaluated through measures such as completed rides or done tasks (Adams-Prassl et al., 2021).

Research on the gig economy is becoming increasingly relevant, however it remains little theorized, especially concerning the entrepreneurship of gig workers. Notwithstanding the extensive ramifications of this paradigm, there exists an insufficient comprehension of the motivations and actions of gig workers. Elevated turnover rates, with certain platforms increasing up to 500% annually (Alshebami et al., 2025), underscore that numerous gig workers, despite articulating overall contentment with their positions, intend to depart from this form of employment within a year. This flight signifies a troubling trend among the youth, who are presently involved in the gig economy yet are progressively distancing themselves from full-time employment, prompting concern for governments around (Alturkey & Alturkey, 2024; Davidson et al., 2023). This study focuses on the effects of gig employment on productivity, networking, and entrepreneurial intention. The research seeks to clarify the elements that promote entrepreneurial intents in the distinct context of gig employment, so enhancing our comprehension from both entrepreneurial and productivity viewpoints. The results of this study are anticipated to assist managers and enrich current research by offering a comprehensive model that links gig job experience and networking to entrepreneurship and productivity. It seeks to enhance the current discussion regarding the efficacy of experiential learning in strengthening entrepreneurial intention, while incorporating elements such as economic incentives, social protections, gender equity, and sustainability. This study aims to offer practical solutions for corporations to effectively meet stakeholder requests. Sections 2 to 5 focus on the research's background, methodology, results, and conclusion. Finally, the research underscores the unique problems encountered by gig workers as they navigate their career pathways, which diverge from conventional career paths linked to standard employment frameworks.

2. Research Method

2.1. Research background

Gig platforms, including ride-sharing services and e-commerce marketplaces, have significantly transformed the worldwide work scene in the last decade (Ray, 2024). Current research suggests that the substantial growth of digital labor platforms, coupled with a notable increase in gig work income (Guo et al., 2025), has redefined employment by integrating algorithmic management with freelancing flexibility, modifying consumer behavior, and demonstrating the transformative characteristics of the gig economy (Sharma & Sharma, 2025). The gig economy provides a feasible alternative for entrepreneurship, enabling individuals to accumulate funds, develop skills, and experiment with business concepts while minimizing risk and lowering beginning expenses through flexible, short-term employment on digital platforms. This experiential learning opportunity promotes entrepreneurial engagement, especially among younger and lower-income people, hence stimulating the emergence of new enterprises within similar sectors (Malathi & Venugopal, 2025). This study highlights productivity as a suitable environment for analyzing the interaction between network development, experiential learning, and participation in the gig economy. Churchill et al. (Churchill & Khan, 2021) assert that youth unemployment remains a persistent challenge for governments. Emerging generations, increasingly shaped by societal transformations, are entering a labor market where “work” is gradually replaced by “tasks” and “gigs,” defined by markedly nonstandard, informal employment, which affects their life outside the workplace.

This study examines the Theory of Planned Behavior (TPB), developed by Ajzen (Ajzen, 1991), to investigate the factors influencing behavioral changes in individuals, specifically with entrepreneurial ambitions in the gig economy. The TPB asserts that individual actions are shaped by intentional deliberation under particular circumstances, highlighting the significance of attitudes, subjective norms, and perceived behavioral control. Attitudes arise from individuals' perceptions of tasks, whereas subjective norms represent the perceived opinions of others concerning these activities. It emphasizes the requirements for entrepreneurship, such as self-identification as an entrepreneur, exemplars of successful business, availability to vital resources, and cultural affiliations with entrepreneurial achievement, as articulated by Shapero (Shapero & Sokol, 1982). This study conceptualizes gig work experience (GWE) as an entrepreneurial attitude, gig work network (GWN) and gig work productivity (GWP) as a subjective norm, and gig adaptable capability (GAC) as perceived behavioral control, all of which collectively impact worker productivity (WP) and entrepreneurial intention (EI).

The gig economy offers gig workers a pragmatic platform for short-term, skill-oriented employment, exposing them to tangible business difficulties (Mamadiyarov et al., 2025). This practical involvement improves observational learning and increases self-efficacy, enabling aspiring entrepreneurs to refine problem-solving abilities and acquire specialized skills such as digital marketing. Moreover, gig employment fosters relationships with clients and fellow entrepreneurs, enhancing social networks and broadening company prospects (McKinsey, 2016). The TPB emphasizes that enhanced self-efficacy bolsters entrepreneurial ambitions, as gig employment affirms one's abilities and identifies potential revenue sources, which are critical elements in nurturing

entrepreneurial purpose. Thus, the theoretical underpinnings of the Theory of Planned Behavior clarify how the experiences, interactions, and information acquired by freelancers can markedly improve their performance in the gig economy and influence their entrepreneurial path.

2.2. Gig economy boosts entrepreneurship

The various motivations underlying entrepreneurial decisions shape a new venture's potential impact on society and the economy (Batz Liñeiro et al., 2024). There are two types of entrepreneurial activity: necessity and opportunity entrepreneurship (Huang et al., 2023). The dominant logic for distinguishing between those two is based on the push-pull theory. Opportunity entrepreneurs have other job options but participate in entrepreneurship because they can increase their income, while necessity entrepreneurs start a business without other income options. However, entrepreneurship is a more intricate process; apart from motivation, it is also influenced by factors such as institutional environment and individual perceptions (van der Zwan et al., 2016). For instance, gaps in formal institutions might force citizens to resort to necessity-driven informal entrepreneurship as a survival strategy. Therefore, the simple concept of necessity-driven and opportunity-driven entrepreneurs has also faced scrutiny, with entrepreneurial motivation variables being complex and dynamic and cannot be simplified into two choices.

The gig economy concept provides a vital framework for analysing the changing dynamics of entrepreneurship, especially the growing roles and relationships between opportunity-driven and necessity-driven entrepreneurs (Hägg et al., 2025). In this economy, two primary participants exist: the platform proprietors and the self-employed service providers, often termed "gig workers" or "giggers" (Tusińska, 2024). These gig workers are frequently depicted as autonomous and proficient in attaining success comparable to conventional entrepreneurs, rather than simply being categorised as employees. The interaction between platform providers and gig workers is essential for the operation of the gig economy. This relationship supports the structure necessary for its current existence. By departing from conventional employment models and adopting independent contractors and freelancers, platform providers substantially reduce their liabilities and labour expenses. This transition not only mitigates their dangers but also diminishes the uncertainty commonly linked to entrepreneurship. Entrepreneurs have traditionally been regarded as drivers for society advancement and employment generation, as their innovative pursuits can produce significant social value (Scaffidi et al., 2025). The emergence of the gig economy challenges this perspective by redefining traditional entrepreneurial roles and responsibilities, thus prompting critical enquiries regarding its broader implications for social development and the potential advantages of innovative entrepreneurial endeavours.

Denes et al. (Denes et al., 2025) examine the correlation between gig economy engagement and entrepreneurship, revealing that persons engaged as gig workers are inclined to initiate enterprises in sectors closely related to their gig experiences. This observation indicates that the gig economy functions as a training platform for entrepreneurship, allowing individuals to acquire significant insights and experience that enhance their future entrepreneurial endeavors. The research underscores the impact of labour market disruptions on entrepreneurial endeavors and elucidates the dual

characteristics of the gig economy, which, notwithstanding its difficulties, can provide avenues for entrepreneurial success, ultimately resulting in improved outcomes for gig workers.

2.3. Conceptual model

The work introduces a systematically constructed model based on an extensive literature survey and thorough analysis. It comprises five essential concepts: gig work experience (GWE), gig work network (GWN), gig adaptive capability (GAC), gig work productivity (GWP), and entrepreneurial intention (EI). The conceptual model depicted in Fig. 1 designates GWE, GWN and GAC as the independent variable, and GWP and EI as the dependent variable. This framework facilitates a more lucid comprehension of the interactions among these ideas, highlighting the fundamental significance of GWE, GWN and GAC, which ultimately affects productivity and entrepreneurial motivation.

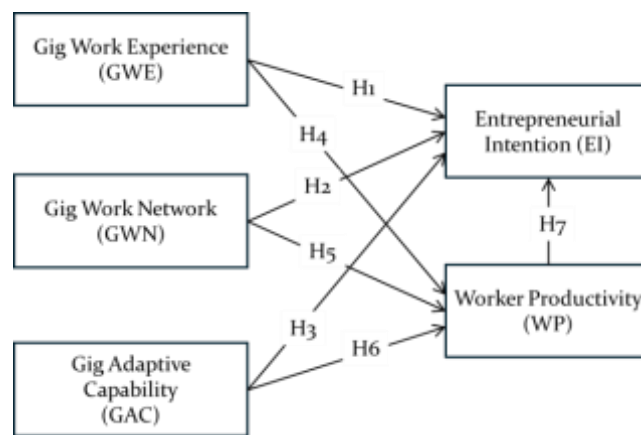


Figure 1. Research model. Source: author's development.

2.4. Hypotheses development

2.4.1. The connection between GWE, GWN, GAC, and EI

The correlation between Gig Work Experience (GWE), Gig Work Network (GWN), Gig Adaptive Capability (GAC), and Entrepreneurial Intention (EI), positing that participation in the gig economy fosters a developmental trajectory towards entrepreneurship. GWE includes the diversity and length of gig assignments, whereas GWN pertains to the professional and social networks formed by gig workers. These factors function as essential predecessors to the development of GAC, facilitating gig workers in seeing opportunities, acquiring knowledge swiftly, and proficiently managing resources in an uncertain environment.

GAC is portrayed as a crucial factor that directly affects EI, including fundamental entrepreneurial competencies such as self-management, resilience, autonomy, and resource flexibility cultivated in gig work. The adaptive skills acquired through gig labor substantially improve an individual's self-efficacy and confidence, equipping them for the unpredictability of formal entrepreneurship. The gig economy is characterized as a risk-averse environment where the adaptive abilities developed through experience and networking can foster robust entrepreneurial ambition and readiness for initiating a new venture.

Therefore, the following hypothesis is proposed:

H1 *GWE has positive and significant influence on EI.*

H2 *GWN has positive and significant influence on EI.*

H3 *GAC has positive and significant influence on EI.*

2.4.2. The connection between GWE, GWN, GAC, and WP

The favorable correlation among Gig Work Experience (GWE), Gig Work Network (GWN), Gig Adaptive Capability (GAC), and Worker Productivity (WP) demonstrates that a gig worker's prior experiences and social networks augment their job performance inside the dynamic gig economy. GWE, which includes both the duration and complexity of gigs performed, along with GWN, the social and professional networks developed, constitutes the essential foundation for obtaining practical insights and informational resources. These aspects collectively cultivate GAC, a crucial competency that allows gig workers to recognize, comprehend, and adjust their talents and resources in reaction to the ever-evolving market circumstances. An elevated GAC encompasses attributes including resilience, self-regulation, and swift problem-solving capabilities, which act as essential mediators and indicators of success. This skill enables employees to enhance their time management, select more beneficial opportunities, and maintain elevated performance standards, hence augmenting worker productivity.

Therefore, the following hypothesis is proposed:

H4 *GWE has positive and significant influence on WP.*

H5 *GWN has positive and significant influence on WP.*

H6 *GAC has positive and significant influence on WP.*

2.4.3. The connection between EI and WP

The connection between entrepreneurial intention and job productivity is defined by a strong interaction of motivation, mindset, and performance results. Entrepreneurial purpose refers to an individual's deliberate desire to participate in entrepreneurial endeavors, encompassing innovation, initiative, and value creation through independent efforts. Individuals with elevated entrepreneurial purpose generally have superior self-motivation, goal orientation, and problem-solving skills, which collectively promote work productivity.

These individuals engage with work proactively, recognize chances for enhancement, and assume accountability for their performance. An entrepreneurial attitude promotes ongoing learning, adaptation, and invention, which are crucial for maintaining efficiency and attaining higher productivity levels. In both organizational settings and gig employment, individuals with robust entrepreneurial ambitions exhibit autonomy and accountability, leading to enhanced time management and output quality. Furthermore, research indicates that factors such as self-efficacy, organizational support, and adaptive capabilities may strengthen the relationship between entrepreneurial intention and productivity, enabling the conversion of entrepreneurial desire into measurable performance enhancements. Thus, entrepreneurial ambition acts as a vital antecedent to entrepreneurship and a fundamental psychological aspect that enhances productivity in many work settings.

Therefore, the following hypothesis is proposed:

H7 *WP has positive and significant influence on EI.*

3. Research Methodology

3.1. Sample Size and Data Collection

The research employed a quantitative methodology, focusing on a standardized questionnaire for data collection. This questionnaire was carefully designed, utilizing proven components from prior academic research and specifically adapted for the gig worker scenario. A pilot test with a select group of participants and academic experts was executed to verify the questionnaire's content clarity, validity, and reliability before its extensive dissemination.

The data collection encompassed 46 gig workers from diverse digital platforms, utilizing purposive and convenience sample approaches, consistent with strategies employed in prior gig economy research (Alshebami et al., 2026). Participants were approached online and through professional gig networks to ensure a pertinent representation of those currently involved in freelancing, project-oriented, or platform-based employment. Participation was voluntary, with rigorous compliance to ethical norms regarding anonymity and informed consent during the research process.

The demographic study as shown in Table 1 indicated that 47.83% of participants were aged 18 to 29, 39.13% were aged 30 to 39, and 13.04% were aged 40 to 49. The predominant demographic of respondents was single, comprising 56.52%, while 43.48% were married. Regarding educational qualifications, 76.09% held undergraduate degrees, and 23.91% had achieved graduate-level education. The demographics indicate that the sample primarily comprises younger, highly educated people engaged in the gig economy.

Table 1. Demographic analysis of the respondents.

Variabel	Description	Frequency	Percentage
Age	18-29	2	47.83%
	30-39	18	39.13%
	40-49	6	13.04%
Marital status	Single	26	56.52%
	Married	20	43.48%
Education	Undergraduate	35	76.09%
	Graduate	11	23.91%

Source: Processed

3.2. Description of Measurements

The research model had five latent constructs: Gig Work Experience (GWE), Gig Work Network (GWN), Gig Adaptable Capability (GAC), Work Productivity (WP), and Entrepreneurial Intention (EI). Each component was assessed using various indicators adapted from previously verified sources to ensure content validity and contextual relevance. Gig Work Experience (GWE) was evaluated using

items sourced from (Alturkey & Alturkey, 2024) and (Stephany et al., 2021), concentrating on respondents' acquired knowledge, self-assurance, and problem-solving skills in the gig economy. Gig Work Network (GWN) utilized concepts from Kuhn et al. (KUHN & MALEKI, 2017) to emphasize the social and professional relationships inside the gig economy.

The evaluation of Gig Adaptable Capability (GAC) focused on assessing respondents' flexibility and resilience in adjusting to evolving job requirements (Spanjaard et al., 2018). Work Productivity (WP) was assessed by metrics that evaluated efficiency, technological competence, and the ability to fulfill or surpass client expectations. Finally, Entrepreneurial Intention (EI) was assessed utilizing a validated scale from Liñán et al. (Liñán & Chen, 2009) to evaluate an individual's resolve and preparedness to engage in entrepreneurial activities. All variables were assessed on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The reliability and validity of the measures were meticulously evaluated in accordance with the parameters established by Hair et al. (Hair Jr et al., 2023), encompassing calculations of Cronbach's Alpha ($\alpha > 0.70$), Composite Reliability (CR > 0.70), and Average Variance Extracted (AVE > 0.50). Discriminant validity was assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio, which should be below 0.85. The findings in Table 2 confirmed that all constructions achieved satisfactory levels of reliability and validity, hence strengthening the integrity of the measurement framework utilized in the investigation.

Table 2. Measurement criteria constraint.

Measurement criteria	Constraint	Reference
Composite reliability	>0.70	(Bagozzi & Yi, 1988)
Average Variance Extracted	>0.50	(Hair Jr et al., 2023)
HTMT Ratio	<0.85	(Hair Jr et al., 2023)
Cronbach's Alpha	>0.70	(Henseler et al., 2014)
Factor loading	>0.70	(Henseler et al., 2014)
P value	<0.05	
Inner VIF	<3.3	(Kock, 2015)

4. Results and Discussion

The research employed Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0, a robust multivariate technique adept at both predictive and exploratory analyses of latent components, especially appropriate for small to medium sample sizes. PLS-SEM was selected for its capability to handle complex models with non-normal data distributions and its focus on optimizing explained variance, as shown by Hair et al. (Hair Jr et al., 2023). The analysis followed the two-phase process proposed by Anderson and Gerbing (Anderson & Gerbing, 1988): the initial phase concentrated on evaluating the measurement model to verify the reliability and validity of the constructs, while the subsequent phase assessed the structural model to examine the hypothesized relationships among these constructs.

4.1. Measurement and Structural Model Analysis

To assess the validity and reliability of the variables included in this study, both the measurement and structural models were meticulously evaluated utilizing the two-step process. The measurement model sought to assess the reliability and validity of the latent constructs, whilst the structural model investigated the proposed links among them. The assessment adhered to the methodological guidelines established by Henseler et al. (Henseler et al., 2014), concentrating on indicator reliability, internal consistency, convergent validity, discriminant validity, and model fit.

The reliability of indicators was initially assessed to evaluate the extent to which each observed item accurately reflected its associated latent component. Henseler et al. (Henseler et al., 2014) assert that an acceptable factor loading must surpass 0.70, signifying that a minimum of fifty percent of an indicator's variation is shared with its construct. Table 3 illustrates that all factor loadings in this study varied from 0.71 to 0.93, therefore meeting the suggested criterion. The loadings for the Gig employment Experience (GWE) construct varied from 0.71 to 0.88, affirming that the items reliably reflected respondents' acquired abilities, knowledge, and confidence in gig employment. The largest loading was seen in GWE1 (0.88), indicating that the practical capability to execute work assignments effectively is the most prominent feature of experience. Gig job Network (GWN) elements had loadings ranging from 0.76 to 0.84, indicating the significance of professional ties, referrals, and peer connections in enhancing gig job performance. Gig Adaptable Capability (GAC) exhibited loadings ranging from 0.72 to 0.91, signifying a strong representation of adaptation characteristics. The greatest metric, GAC3 (0.91), underscores that the capacity to swiftly recuperate from canceled or postponed initiatives is fundamental to the adaptability construct. Work Productivity (WP) metrics varied from 0.77 to 0.85, demonstrating that productivity is effectively characterized by criteria such as deadline adherence and the efficient use of technological tools, with WP2 (0.85) signifying that digital proficiency substantially improves gig performance. Entrepreneurial Intention (EI) had the highest loadings, ranging from 0.82 to 0.93, so affirming its robust consistency as a construct. The most significant factor, EI3 (0.93), indicates that determination and the desire to become an entrepreneur are fundamental to the intention construct. Figure 2 shows path coefficient and structural model of GWE, GWN, GAC, WP, and EI.

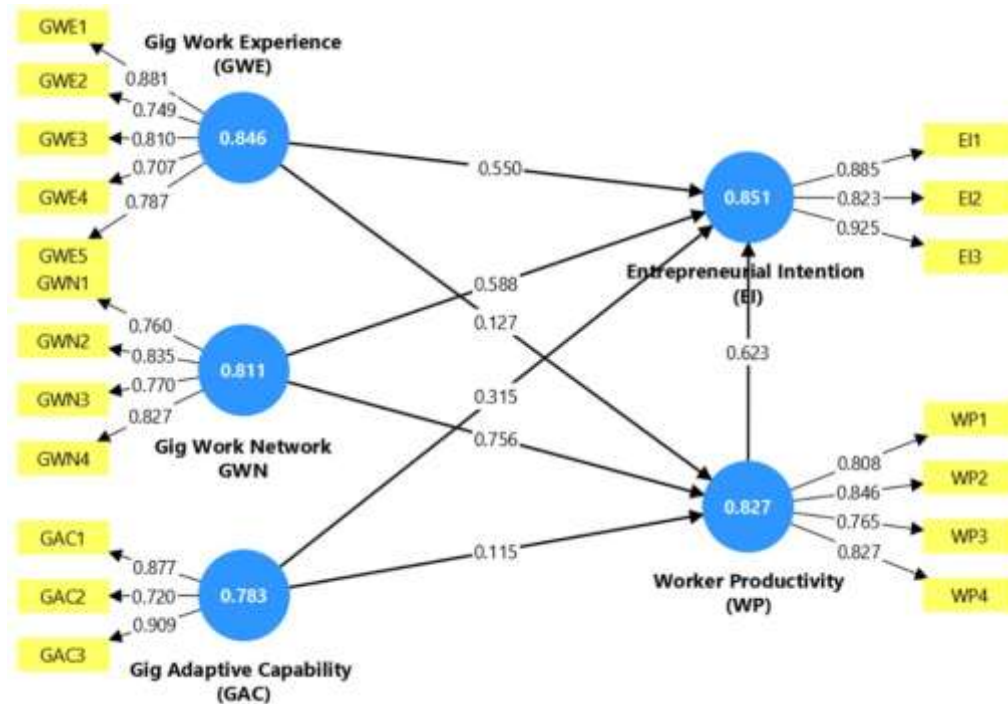


Figure 2. Measurement model.

Table 3. Measurement Model, Item Loadings, Construct Reliability, And Average Variance

Variabel	Code	Descriptions	Loading (>0.5)	CA (>0.7)	CR (>0.7)	AVE (>0.5)
Gig Work Experience (GWE)	GWE1	I have sufficient practical knowledge and skills to perform my current gig tasks successfully.	0.88	0.85	0.85	0.62
	GWE2	I feel confident in my ability to manage the day-to-day uncertainties of gig work.	0.75			
	GWE3	I have gained valuable problem-solving skills directly through my past gig assignments.	0.81			
	GWE4	I understand the specific dynamics of the gig platforms/markets I operate on.	0.71			
	GWE5	My prior experience in gig work makes it easier for me to secure new contracts.	0.79			

Variabel	Code	Descriptions	Loading (>0.5)	CA (>0.7)	CR (>0.7)	AVE (>0.5)
Gig Work Network (GWN)	GWN1	My professional contacts frequently refer new clients or gig opportunities to me.	0.76	0.81	0.82	0.64
	GWN2	I actively maintain relationships with former clients and other gig workers.	0.84			
	GWN3	I feel I have a reliable network of peers (other gig workers) for mutual support and advice.	0.77			
	GWN4	My network provides me with up-to-date information regarding industry trends or changes in gig platform policies.	0.83			
Gig Adaptable Capability (GAC)	GAC1	I can quickly adjust my working methods when a gig project's requirements change unexpectedly.	0.88	0.78	0.79	0.70
	GAC2	I view the flexibility of gig work as an opportunity, not a source of instability.	0.72			
	GAC3	I am able to recover quickly (resilience) when a major gig assignment is canceled or delayed.	0.91			
Work Productivity (WP)	WP1	I am very good at setting and meeting deadlines for my gig work projects.	0.81	0.83	0.83	0.66
	WP2	I effectively utilize technological tools and platforms to maximize my work output.	0.85			
	WP3	I am successful at balancing my gig work schedule with my personal life/commitments.	0.77			
	WP4	The amount of work I deliver for my gigs	0.83			

Variabel	Code	Descriptions	Loading (>0.5)	CA (>0.7)	CR (>0.7)	AVE (>0.5)
		often exceeds the client's minimum expectation.				
Entrepreneurial Intention (EI)	EI1	I intend to start an e-business in the future.	0.89	0.85	0.85	0.77
	EI2	I am determined to create my e-business, even though I will encounter difficulties.	0.82			
	EI3	I am ready to do anything to be an e-entrepreneur.	0.93			

Notes: CA=Cronbach's alpha, CR=composite reliability, AVE= average variance extracted.

The internal consistency reliability was assessed using Cronbach's Alpha and Composite Reliability (CR), both of which should be above 0.70 to establish dependability (Bagozzi & Yi, 1988). The findings presented in Table 3 indicated that all variables had substantial internal consistency, with Cronbach's Alpha values between 0.78 and 0.85 and CR values between 0.79 and 0.85. The results indicate that all assessment items consistently represented their underlying components. The Gig Work Experience and Entrepreneurial Intention variables both achieved a Cronbach's Alpha of 0.85, indicating exceptional reliability and consistency among the questions. The Gig Adaptable Capability, with a CR score of 0.79, showed adequate internal consistency, despite including many behavioral dimensions like flexibility, resilience, and attitude toward change.

Convergent validity was evaluated by the Average Variation Extracted (AVE), which quantifies the ratio of variation accounted for by a concept compared to measurement error. An AVE value over 0.50 signifies sufficient convergence (Hair Jr et al., 2023). The AVE values in this study varied from 0.62 to 0.77, therefore affirming convergent validity for all constructs. Entrepreneurial Intention exhibited the greatest AVE value (0.77), indicating that its indicators accurately represented the concept with significant internal homogeneity. The Gig Adaptable Capability had a robust AVE value of 0.70, underscoring the conceptual coherence of the construct's indicators. The AVE scores for Gig Work Experience (0.62), Gig Work Network (0.64), and Work Productivity (0.66) exceeded the threshold, signifying that each construct accounts for more than half of the variation of its indicators. These data together confirm that all latent variables exhibited adequate convergence.

Discriminant validity was assessed by the Fornell–Larcker criteria and the Heterotrait–Monotrait (HTMT) ratio, confirming that each concept was empirically different from the others. The Fornell–Larcker criteria, illustrated in Table 4, indicated that the square roots of the AVE values (between 0.79 and 0.88) exceeded the correlations across constructs. The square root of the Average Variation Extracted (AVE) for Entrepreneurial Intention (0.88) surpassed its correlations with Gig Adaptable Capability (0.84), Gig Work Network (0.80), and Work Productivity (0.81), signifying that each construct exhibited greater variation with its respective measurements than with other constructs. Likewise, the Gig Work Network concept (0.80) was differentiated from Work Productivity (0.81),

hence reinforcing discriminant validity. The HTMT ratio values as shown in Table 5 varied from 0.64 to 0.91, all within the upper limit of 0.85 (Henseler et al., 2015), hence substantiating discriminant validity. The maximum HTMT value (0.91) was recorded between Work Productivity and Gig Adaptable Capability, indicating a robust yet conceptually coherent association, since adaptability frequently enhances productivity results. All HTMT ratios remained below the crucial threshold, affirming that the constructs were different and non-redundant.

Table 4. Fornell-Lacker criterion.

Variabel	EI	GAC	GWE	GWN	WP
Entrepreneurial Intention	0.88				
Gig Adaptable Capability	0.96	0.84			
Gig Work Experience	0.94	0.97	0.79		
Gig Work Network	0.97	0.97	0.98	0.80	
Work Productivity	0.97	0.97	0.98	0.99	0.81

Table 5. Heterotrait-monotrait (HTMT) result.

GAC	⟨-⟩ EI	0.65
GWE	⟨-⟩ EI	0.81
GWE	⟨-⟩ GAC	0.70
GWN	⟨-⟩ EI	0.72
GWN	⟨-⟩ GAC	0.64
GWN	⟨-⟩ GWE	0.86
GWP	⟨-⟩ EI	0.68
GWP	⟨-⟩ GAC	0.91
GWP	⟨-⟩ GWE	0.66
GWP	⟨-⟩ GWN	0.70

The examination of the measurement model validated that the instruments employed in this investigation were both valid and reliable. All outer loadings above 0.70, indicating robust indicator reliability; Cronbach's Alpha and Composite Reliability metrics exceeded 0.70, confirming internal consistency; and all AVE values were more than 0.50, suggesting convergent validity. Furthermore, both the Fornell-Larcker and HTMT analyses yielded robust evidence of discriminant validity, confirming that each concept assessed a distinct facet of the gig employment phenomena. The lack of collinearity and the good model fit indices further confirmed the robustness of the measurement approach. These findings indicate that the constructs—Gig Work Experience, Gig Work Network, Gig Adaptable Capability, Work Productivity, and Entrepreneurial Intention—are psychometrically robust, theoretically consistent, and appropriate for further structural model evaluation.

4.2. Assessment of the structural model

The structural model was evaluated to examine the proposed links among Gig Work Experience (GWE), Gig Work Network (GWN), Gig Adaptable Capability (GAC), Work Productivity (WP), and Entrepreneurial Intention (EI). This phase evaluated the importance and robustness of the proposed pathways, the explanatory capacity of the endogenous constructs, and the overall predictive validity of the study model. A non-parametric bootstrapping method with 5,000 resamples was utilized to estimate path coefficients (β), t-statistics, and p-values, guaranteeing robust inference despite the limited sample size. Table 6 below presents the results of hypothesis testing, summarizing the direction, size, and significance of each route coefficient.

Table 6. Results of tested hypotheses.

Hypothesis	Path	β	T. Value	P. Value	Result
H1	GWE $\rightarrow$ EI	0.550	1.727	0.024	Supported
H2	GWN $\rightarrow$ EI	0.588	4.162	0.000	Supported
H3	GAC $\rightarrow$ EI	0.315	2.209	0.027	Supported
H4	GWE $\rightarrow$ WP	0.127	0.644	0.520	Not supported
H5	GWN $\rightarrow$ WP	0.756	5.054	0.000	Supported
H6	GAC $\rightarrow$ WP	0.115	0.738	0.461	Not supported
H7	WP $\rightarrow$ EI	0.623	4.263	0.000	Supported

Table 6 shows the model indicates many statistically significant and theoretically relevant correlations. Gig Work Experience (GWE) had a substantial and positive effect on Entrepreneurial Intention (EI) ($\beta = 0.550$, $p = 0.024$), suggesting that gig workers with increased experience are more predisposed to entrepreneurial endeavors. This research indicates that the accumulation of skills, problem-solving capabilities, and exposure to varied job problems may augment individuals' self-efficacy and preparedness to initiate their own enterprises. Nonetheless, GWE's influence on Work Productivity (WP) was negligible ($\beta = 0.127$, $p = 0.520$), indicating that experience alone does not inherently result in quantifiable productivity improvements within the gig economy. This finding corroborates previous research suggesting that experience has a more significant role in psychological preparedness for entrepreneurship than in immediate performance results.

The function of the Gig Work Network (GWN) was especially significant. GWN had a robust positive correlation with both Work Productivity ($\beta = 0.756$, $p < 0.001$) and Entrepreneurial Intention ($\beta = 0.588$, $p < 0.001$), establishing it as the most significant variable in the model. The results indicate that professional contacts, client referrals, and peer cooperation significantly improve gig workers' efficiency and effectiveness while fostering entrepreneurial aspirations. Social capital obtained from networks offers both informative and motivational assistance that connects individual productivity with entrepreneurial ambition. This dual impact highlights the importance of networking as a crucial factor

in achieving success in both gig employment and entrepreneurial transition. Gig Adaptable Capability (GAC) substantially influences Entrepreneurial Intention ($\beta = 0.315$, $p = 0.027$), suggesting that flexibility, resilience, and receptiveness to change foster entrepreneurial cognition. Nonetheless, GAC exerts no substantial direct influence on Work Productivity ($\beta = 0.115$, $p = 0.461$). This implies that flexibility may have a more psychological or strategic function—assisting individuals in navigating uncertainty and sustaining motivation—rather than immediately enhancing performance measures. Gig workers capable of recovering from project cancellations or swiftly adapting to client needs are more inclined to have entrepreneurial goals, regardless of whether their immediate production outcomes remain mostly unchanged.

The conclusive significant pathway indicates that Work Productivity (WP) exerts a positive effect on Entrepreneurial Intention ($\beta = 0.623$, $p < 0.001$), affirming that productive persons are inclined to have heightened entrepreneurial drive. This relationship substantiates the idea that productivity augments perceived behavioral control and self-efficacy, both of which are fundamental elements of the entrepreneurial intention model (Liñán & Chen, 2009). Employees who adeptly handle responsibilities, maintain regular performance, and utilize technology proficiently are more likely to perceive themselves as competent entrepreneurs. The coefficient of determination (R^2) was employed to assess the explanatory capacity of the endogenous constructs. The R^2 result for Work Productivity was 0.69, signifying that 69% of the variance in productivity is collectively elucidated by Gig Work Experience, Gig Work Network, and Gig Adaptable Capability. Simultaneously, Entrepreneurial Intention had a R^2 value of 0.73, indicating that 73% of its variation is attributed to the collective impact of GWE, GWN, GAC, and WP. Therefore, the model proficiently encapsulates the primary drivers of productivity and entrepreneurial ambition among gig workers.

An examination of the results reveals possible mediating effects within the structural model, especially via Work Productivity. Given that Gig Work Network considerably predicts both Work Performance and Emotional Intelligence, and that Work Performance likewise significantly predicts Emotional Intelligence, it can be concluded that Work Performance partially mediates the link between Gig Work Network and Emotional Intelligence. This indicates that gig workers with robust professional networks enhance their productivity and exhibit greater entrepreneurial tendencies due to the indirect influence of higher performance. No mediating impact is shown for GWE or GAC through WP, as their direct associations with WP are statistically insignificant. The principal route from GWE and GAC to EI functions via psychological and experiential mechanisms rather than through performance enhancement. The comprehensive model exhibits both theoretical and empirical consistency. The prominent pathways underscore the significance of social capital (GWN) and individual capability (GAC) as primary precursors of entrepreneurial intention, whereas productivity (WP) serves as both a performance metric and a partial mediator connecting gig work to entrepreneurship. The insignificant direct relationships between experience and adaptability with productivity reveal an important nuance: experienced knowledge and adaptability alone do not enhance performance unless utilized through robust professional networks.

5. Conclusion and Recommendations

The findings of this research offer significant insights into the interaction between entrepreneurial intention and job productivity among people in the gig economy. The findings indicate that entrepreneurial intention substantially affects productivity levels, mostly by augmenting intrinsic motivation, flexibility, and innovative work behavior. These findings indicate that the flexible and immersive learning settings of gig workers enhance entrepreneurial abilities, which directly improve work performance.

The quantitative findings validated that the Gig Work Network (GWN) was the predominant feature in the model. GWN substantially predicted Work Productivity ($\beta = 0.756$, $p < 0.001$) and Entrepreneurial Intention ($\beta = 0.588$, $p < 0.001$), indicating that professional networks are a vital source of social capital and performance improvement. This discovery emphasizes that gig workers who proactively develop networks—via client referrals, peer cooperation, and community involvement—exhibit greater productivity and a heightened propensity for entrepreneurship. Work Productivity (WP) significantly predicted Entrepreneurial Intention ($\beta = 0.623$, $p < 0.001$), suggesting that highly productive gig workers are more inclined to cultivate the confidence and perceived competence necessary to initiate their own enterprises.

Conversely, Gig Work Experience (GWE) and Gig Adaptable Capability (GAC) shown divergent patterns of impact. GWE markedly improved Entrepreneurial Intention ($\beta = 0.550$, $p = 0.024$) but did not have a significant impact on production ($\beta = 0.127$, $p = 0.520$). Similarly, GAC had a favorable impact on Entrepreneurial Intention ($\beta = 0.315$, $p = 0.027$) but had no significant direct effect on production ($\beta = 0.115$, $p = 0.461$). The findings suggest that although experience and flexibility do not immediately enhance measured productivity, they are crucial in psychologically nurturing entrepreneurial ambition. These associations indicate that entrepreneurial intention is influenced by both social (network-based) and personal (experiential and adaptive) characteristics, with productivity serving as a crucial mediation mechanism connecting job engagement to entrepreneurial drive.

This study also recognizes its shortcomings, the limited sample size (46 respondents) constrains the generalizability of the results, and the cross-sectional design hinders causal interpretation. Subsequent research should utilize bigger and more heterogeneous samples across other areas and industries to corroborate these findings. Moreover, longitudinal methodologies may more effectively elucidate the evolution of entrepreneurial intention over time and its impact on sustained productivity outcomes. Subsequent study may investigate the moderating influences of technology infrastructure, social capital, and platform governance on entrepreneurial performance within the gig economy framework.

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