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The Influence of Gender, Age, Academic Level and Motivation on Satisfaction Toward Benefits Received by Gig Economy Workers in Malaysia

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ABSTRACT

The emergence of new modes of employment relations has contributed to the development of gig economy workers who are employed on a mostly freelance basis, carrying out short-term jobs or contracts without or with one or more employers. The research aims to identify the level of motivation and satisfaction towards the benefits received by gig economy workers, to assess differences in the level of motivation and satisfaction based on gender, age and academic level and to ascertain if the demographic variables and motivation are predictors of satisfaction. A set of questionnaires in google form is utilized for data collection in the Selangor area via various social media. A total of 384 responses were recorded and analyses including descriptive and inferential tests were done. Both motivation and satisfaction are at a high level. ANOVA tests showed that motivation and satisfaction are significantly different based on gender (motivation: $F=6.482$, $p<0.05$ and satisfaction: $F=0.040$, $p<0.05$) and age (motivation: $F=5.977$, $p<0.05$ and satisfaction: $F=3.940$, $p<0.05$). Regression analysis indicated that age and motivation explained 59.0% of the variance in satisfaction (adjusted $R^2=0.59$, $F(2,381)=276.020$, $p<0.05$). Policies and interventions can be developed to create an environment and conditions conducive to employee happiness, resulting in an increase in employee motivation and work satisfaction. Because gig workers have demonstrated a desire to learn and grow, respective agencies can provide

complimentary, voluntary educational activities such as full-fledged courses and seminars in areas deemed needed.

Keywords: Gig Economy, Satisfaction, Motivation, Regression, Gender, Academic Level

INTRODUCTION

The wide use of smartphones increases the need for on-demand services, and within a short time, billions of dollars have been invested in businesses within this industry. The reduction in conventional employment relationships brings about a rise in the gig economy. The term 'gig economy' has been adopted by media sources and academics to refer generally to less structured, flexible work arrangements mediated by different online platforms [1]. The use of technology, particularly smartphones has changed the manner in which businesses work [2, 3]. A gig economy is an ad-hoc, short-term, freelance, or otherwise non-permanent work labor market [4, 5].

With the lack of opportunities to work in conventional employment relationships, the economic recession allegedly forced individuals into the gig economy. The rising unemployment rate has resulted in increased exposure to the sector. It is distinct from the conventional permanent, full-time workforce. Temporary, flexible occupations are popular in a gig economy, and businesses prefer to use independent contractors and freelancers rather than full-time employees [6]. The gig economy is best defined as freelancing or contracting independent workers on short-term and temporary employment. Independent workers claim high standards of balance between employment and life, flexibility, autonomy, relevant feedback and creative freedom [7].

For normal employment, workers are entitled to various benefits, including national minimum wages, paid rest days, collective bargaining rights and statutory holiday pay, unlike people who are listed as self-employed [8]. The key difference between the gig economy and conventional working arrangements is the digital aspect [9, 10]). Online technological advancements have completely transformed the traditional labor markets by creating opportunities for individuals and companies to engage in a larger global business [11, 12, 13]. Simple manual tasks, transport, and small human-intelligence tasks, including tagging photos or transcribing a podcast, can be contracted through digital platform companies that link customers directly to suppliers for a service fee.

In many cases gig work is often low-paid, temporary, provides no benefits for health, training, or retirement, and shifts more risk of doing business from the employer to the contractor [14]. Health and social inequalities are associated with precarious work, and some vulnerable groups appear to be over-represented in the gig economy, such as young people, especially millennials and lower-income people [15]. A lack of benefits in the gig economy, many of which require little more than a check-in box when starting as a business employee, generates undue stress among employees in the gig economy [16]. Based on the literature, it can be suggested that people are more likely to be motivated to enter the gig economy due to the unlimited income potential. For people who take freelance or contract jobs, there is flexibility not granted to workers who work a conventional job. Gigs can be approved from any location at any time, and in certain cases, the worker has the advantage of setting his or her rates for the tasks required [17]. Anyone may enter the gig economy on a full or part-time basis depending on their skills.

Skills such as graphic design, content creation, data entry and even computer programming can be managed to sell to and used by eager purchasers on-demand [18]. Although there are many advantages to building a lifestyle from gig economy opportunities, people are facing specific challenges that conventional employees do not have to face [19].

A wide variety of employment, including technical office workers, information technology (IT) work and short-term errands are among the jobs available in this employment arrangement [20]. Within the gig economy, some well-established companies are like GrabCar, FoodPanda, Lalamove and Airbnb. The gig economy is a growing employment trend that emphasizes the importance of freelance, project-based employment in particular skills and services. It is predicted that the gig economy will continue to expand, making up a substantial proportion of the economy in the years to come [16, 21). The gig economy in Malaysia is an exciting and booming form of work. According to the World Bank figures, in 2018 approximately 25.3% of Malaysian employees are self-employed, and this figure is expected to increase.

The rapid growth of the gig economy means that there is a need for more research to understand gig economy workers, their motivation for being gig workers and the benefits they received as gig workers. There are satisfaction, benefits and drawbacks to working in the gig economy. Recent research has focused on the gig economy's disadvantages, focusing on the benefit received by the workers [22]. There is a need to understand what motivates gig workers to join the gig economy. Gig work has significant implications for workers' socioeconomic well-being. The vulnerabilities are due to the structure of the platform work, the precarious nature of the work, and the occupation-based risks arising from the performance of the work [23]. The 'gigification' of the job market has not managed to keep pace with global and country-level policies. Gig workers have been left apart because they are excluded from current policies and regulations for the development of skills, health and social protection that are intended for the traditional labor force. As gig employment today is becoming more relevant to the economy, the community needs to be understood so its existence will create the biggest impact on the economy.

PROBLEM STATEMENT

The structure of the employment environment in the gig economy occasionally put the workers at risk. Many gig workers in Malaysia suffered health problems and accidents that may cause death and the cases are increasing day by day. Moreover, the limited availability of job opportunities had resulted in several issues of unbalanced bargains of power among the dominant workforce [24].

Some gig workers receive low wages and bad employment conditions with no security or legislation protections [22]. Most of the gig economy workers do not receive any special or extra benefits while doing this work, especially in terms of their welfare and medical. These types of work were mostly developed by not considering complete legal rights [24]. Individuals sometimes are exploited since their legal status is ambiguous and companies benefit from the circumstance. The situation put the individuals in unfavourable conditions, unprotected from large amounts of job rights, with no health insurance, pension plans, statutory illness compensation, maternity leave, and other essential benefits provided by typical agreements between both workers and their employers [25]. Some of the most common job problems are unfair wage deduction, wrongful dismissal and the terms and conditions of labour contracts

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commonly misclassifying workers as self-employed. Flexibility has also caused intense rivalries for employment in some sectors leading to workers having to work excessive hours and removing the freedom they expected [26]. Unregulated, lengthy hours of exhaustion may increase accidents as a result, particularly for employees of organizations participating in driving, such as FoodPanda and Grab drivers.

While some of the concerns are focused on all working groups, many would be less common in various categories of age. Millennials in temporary flexible employment are somewhat more prone to be over-qualified and underemployed, receiving fewer hours of work than anticipated [27]. Thorley and Cook have expressed worries that factors such as the influence on mental well-being. This was related to lesser income and job insecurity, which, as described previously, are typically attributed to the gig economy.

Research Objectives

1. To identify the level of motivation and satisfaction towards the benefits received by gig economy workers.
2. To identify whether there are any differences in the level of motivation and satisfaction towards the benefits received as gig economy workers based on gender, age and academic level.
3. To assess if gender, age, academic level and motivation contribute towards satisfaction towards the benefits received as gig economy workers.

GENDER, AGE AND ACADEMIC LEVEL

The expansion of gig economy generates adaptability for workers, which has been suggested by some that will benefit women more than males. How men and women are categorized is constructed by society, including what women and men should do, are supposed to behave and what values are given to them [28]. Gig economy employees, like other professions, are a gender category of employment.

Women were somewhat more likely than the general population to be working in alternative employment arrangements as temporary workers, call workers, contract workers, or freelancers than men, and this growth was significantly faster among women than among men [29, 30]. The Gig Economy Data Hub surveys showed that there are more males than females in the sector [31].

The average age of workers in the labor force is rising, with an increasing proportion of middle-aged and older individuals employed in a variety of jobs [30]. In this research, the ages categorized are from 18 to 20 years old, 21 to 25 years old, 26 to 30 years old, 31 to 40 years old, and lastly 41 years old and above. The age chosen for this research is based on the current age issues, especially in Malaysia where most of the gig workers are from the youth until the middle-aged person since the elderly are not used to the current latest technology [32]. Millennial gig workers were the most likely to work in this manner proactively because they felt the flexibility and freedom of the work to be best in accordance with their long-term. Young people were drawn to gig work because it promises an easy and quick option for them to start paid labor from the comfort of their own homes [33]. Gig workers have increased visibility on freelancing platforms since they must upload images and a brief work biography [25]. According to the examination of gig labor, young people are more common with this type of

task than older adults, being able to learn faster and more quickly and transferring this talent into better profits [34]. In terms of labor supply and utilization of this type of service, young people are at the forefront of this movement [35]. Workers' physical and mental capacities tend to deteriorate as they age, and as a result, the prevalence of accidents and diseases among workers rises. As the traditional workforce ages, it gains experience, and much more experience is often correlated with higher salaries and productivity. Workers in the gig economy are often younger than traditional contingent workers and also workers in general [36].

For those who are still in university or near the end of their education, gig labor allows them to sidestep the challenges that many young people had when they moved from school to work [37]. The academic level is generally determined by the total number of education units completed [38]. The academic level is a measurement of an individual's highest level of education. In this study, academic level is generally characterized in terms of the highest educational programs completed, which are typically certified by a recognized qualification while doing gig job. This research academic level is categorized into Secondary School, Skills Certificates, Diploma, Degree and lastly is Master or higher certifications.

The shift in the point of entrance into full-time work suggested that graduates would freelance and conduct gig work before acquiring full-time employment in the future. As a result, the majority of Bumiputera graduates are now prepared to handle the challenges that await them after graduation. Greater emphasis is required to ensure that students not only comprehend the gig economy but also start embracing and applying it in their daily lives.

According to Ton-Quinlivan [39], the gig economy has raised at least two challenges that higher education should consider. The hiring norms in the gig economy differed from those in the regular job. The ability of graduates to compete only based on their degree is gradually dwindling due to the emergence of online reputations, competency-based credentials, and job portfolios. Since the gig economy is thriving, all graduates and undergraduates must equip themselves with the necessary skills and knowledge, and they must be willing to become participants in this gig economy to pursue self-employment opportunities. Workers in the gig economy are often younger and more educated than traditional contingent workers as well as workers in general [40]. Gig workers are more prone to be educated and have a postgraduate degree than typical employment.

MOTIVATION AND SATISFACTION

Motivation is defined in this study as a decision-making process that allows individuals to pick their wanted outcomes, so setting in action the required behaviors to obtain those valued ends. Motivation is the behavioral process that translates ideas into actions to achieve goals and live a better life [41]. Given that motivation is positively related to organizational commitment, employee retention, work effort, persistence, and performance, as well as job involvement and organizational citizenship behavior [42], organizations that can promote self-motivation among platform workers may specifically support stabilization and supervisory issues, promoting long-term sustainable development [43]. Motivation has been investigated by Maslow [44], Herzberg, Mausner and Snyderman [45] and McClelland [46]. The theories focus on the individual factors that motivate people to achieve something. Maslow and Herzberg, for instance, look at the relationship between internal needs and the resulting effort expended to fulfill them. The motivation of employees occurs within an individual as a result of his or her

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derived force of inner satisfaction [47]. It has a significant impact on meeting the assigned tasks. Inner fulfillment improves a person's personality characteristics [48].

Motivation has been generally recognized as a potential component that produces a stimulating atmosphere for someone to do desired actions, indicating that such a person is motivated [43]. Rajput and Talan [49] discovered that motivation also plays a role in mediating between different variables in the study. Motivation has been proposed as an effective moderator of management styles and employee engagement [50]. Maier [51] demonstrated that motivation is inextricably linked with job performance, and so acknowledging an individual's productivity can assist organizations in providing an ideal environment for them, which eventually aids in aligning achievement with the strategic objectives of the organization [52]. The theory of motivation is a large and well-researched field that encompasses both traditional specific guidelines like Maslow's [44] theory of needs and more context-specific theories like theories on entrepreneurial motivation [53].

According to Daft [54], satisfaction is the energies within or outside of an individual that creates excitement and determination to follow the intended path of action. The article also claimed that people's basic wants such as health, safety, and success contribute to internal stress and force them to behave in certain ways. Gupta and Joshi [55] defined these links and the influence of motivating elements on career satisfaction, demonstrating that an individual's passion throughout their work and the value of the efforts promote organizational productivity.

Throughout this study, satisfaction is characterized as a reflection of an individual's psychology, beliefs, and value systems, as well as environmental and cultural elements and all concerning context-specific satisfaction such as work, service consumption, and life itself. Individuals who achieve those objectives are persuaded and remain content with their jobs [45]. Motivational elements in businesses are becoming more recognized and important in a variety of settings.

THE IMPACT OF GENDER, AGE, ACADEMIC LEVEL AND MOTIVATION ON SATISFACTION

There are suggestions that women's commitment to the gig economy is fairly flexible, but there is still a significant ability and willingness in the modern economy to embrace the gig economy [15]. According to Grunenberger [56], some studies have found that females are more satisfied than males, others have found the opposite, and some have found no distinction. Schulze [57], for example, determined that female scholars were less likely to describe themselves as 'very satisfied' than males. There was a predisposition that females moderated their level of satisfaction to 'fairly satisfied'. Males were marginally more satisfied with their work than females [57]. Such analysis took place in numerous gig work situations, including higher education 58. In addition, studies found that greater education boosts efficiency and work satisfaction for the gig worker [59].

Hertel et al. [60] claimed that aging employees with different experiences and backgrounds can boost creative thinking, invention and problem-solving by the diversification of the ages of employees in firms. Diversity in perceptions of roles, work habits and fundamental values produces different communication, coordination and conflict management demands. Kooij et al. [61] indicated a strong negative association between age and growth-related motivations and a good correlation between age and good effects at work and between age, personal requirements and employment features.

Given this condition, individuals themselves need to be aware of their pleasure, which is vital to effectiveness and efficiency and successful workforce plan execution [62]. Jex and Britt [63] also suggested that satisfactory workers are more committed to working and are retained for productivity. The authors also claim that employee satisfaction frequently indicates less absenteeism, more creativity and maintain good health and quality of life. On the other hand, employees who feel less essential to the workforce due to stereotypes, reduce work productivity. Poor organizational culture can have adverse consequences, such as skills decrease, motivation and staff happiness, which means reduced efficiency. Motivation in performance is important for workplace satisfaction and that additional encouragement may be ineffective. Anbari et al. [64] have identified a substantial correlation between motivation and job satisfaction. Organizations that meet essential employee needs should have more employees who are satisfied with their jobs [48].

CONCEPTUAL FRAMEWORK

The conceptual framework proposes a direct relationship impact of demographic factors which are gender, age and academic level and motivation on satisfaction towards benefits received by the gig economy workers in Kuala Selangor, Malaysia.

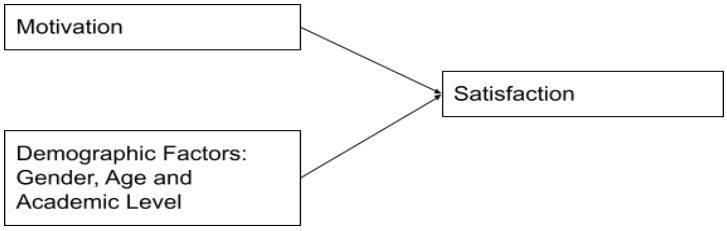


Figure 1: Conceptual Framework

Figure 1 shows the relationship between gender, age, academic level and motivation with satisfaction towards benefits received by gig economy workers. Motivation theories posited that people will be motivated to exert a high level of effort when they believe there are relationships between the effort they put forth, the performance they achieve, and the outcomes/rewards they receive. Humans are basically psychological beings and need inspiration whether extrinsic or intrinsic for achieving organizational as well their personal objectives and goals. These goals can be fulfilled by organizational rewards or work outcomes which are dependent on the individual's performance [65, 66, 67]. The level of belief that the individual has that his/her performance will result in the achievement of rewards/work outcomes is also important. The perception of the individual that his/her personal effort will lead to high performance is important.

Satisfaction has important connections with organizationally significant results, such as absenteeism, turnover intentions, perceived organizational attractiveness for job seekers, behaviors of organizational citizenship, and job performance [68]. Past research shows that employee satisfaction is linked to workplace conditions and has identified intrinsic and extrinsic work aspects as key drivers of job satisfaction [69, 70]. Although the gig economy has several new elements, structural and gender inequalities continue for some time [31]. Despite equal employment opportunities and equivalent working hours, recent research implies that the gig economy is not a simple solution to pay inequalities. Given the income and employment

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characteristics of workers in gig economies, it is equally essential to know how demographic considerations influence these economic patterns.

METHODOLOGY

The research employs quantitative methods with the survey as a research design. A set of questionnaires is utilized for data collection. The main medium of conducting the survey research is using online surveys via social media and applications to gain maximum responses. The actual cost involved in online survey research is extremely minimal, efficient, and fast within the time gained and the responses and sample gathered are highly accurate.

A 5-point Likert scale was used to treat the data as 23 interval data, allowing a numerical value to be assigned for coding and analysis. The questionnaire consists of three components: Section A- Demographic Factors; Section B-Motivation, and; Section C-Satisfaction.

Population and Sample

In 2018, it was estimated that 3,043.3 thousand persons were employed as part-time private employees. Gig workers made up 18.4 percent of this, or about 559.9 thousand persons (estimates based on 2018 Labor Force Survey data, DOSM) [71]. This study will focus on gig workers in Selangor. The state government aims to make Selangor youths a key driver in its future as it marches towards becoming a smart state by 2025. The initial step is by spurring Selangor's gig economy with Roda Darul Ehsan (RiDE) as the youth have shown the world how to embrace this digital age and surge forward [72]. The area is experiencing an increase in the number of gig workers, especially during the Covid-19 pandemic.

The probability sampling used in this investigation is based on the random response by the target population. As stated in Sekaran [73], using the Morgan and Krejcie formula and table, the sample size of this study is 384. The target population of this study is the gig economy workers in Selangor such as GrabFood, FoodPanda, freelancers, part-timers and many more. The number of samples was limited to the responses received via Google Forms that were distributed by e-mails, Whatsapp and other social media within the stipulated time frame. The research questionnaire was administered from March until April 2022.

Instrument Validity and Reliability

A pre-test is done to ascertain whether the questionnaire contains errors. According to Sekaran and Bougie [73], a validity test is used to demonstrate an instrument's accuracy, which includes the questionnaire, procedures, and processes employed in the research. Face validity is a straightforward kind of validity in which researchers analyze whether or not a study or test assesses what it is supposed to measure. It is the degree to which the content of an instrument appears to be appropriate on the surface. While face validity is related to content validity, it is a more casual and subjective examination [74]. This study validation process was carried out by two experts from UiTM and UPSI, who confirmed the appropriateness of the instrument involved.

Both consistency and stability are evaluated using the reliability test. Cronbach Alpha is used to determine reliability by calculating its internal consistency, or average correlation of items [75]. Cronbach Alpha coefficients of 0.6 and more are generally acceptable [76]. A pilot test was done with a number of 30 respondents. The Cronbach Alpha results are as in Table 1.

Table 1: Summary of Reliability Statistics

Construct	Cronbach Alpha	Number of Items	Number of Respondents
Motivation	0.866	8	30
Satisfaction	0.911	10	30

DATA ANALYSIS

Descriptive statistics such as frequency, percentage, mean and standard deviation are utilized to present respondents' profiles and identify the level of motivation and satisfaction. The inferential analysis utilized is the analysis of variance (ANOVA) and multiple regression. Mean scores are interpreted based on Table 2. The means can be low, moderate and high which apply to the means of motivation and satisfaction.

Table 2: Range of Mean Score and Interpretation

Range of Mean Score	Interpretation
1.00 ~ 2.33	Low
2.34 ~ 3.67	Moderate
3.68 ~ 5.00	High

ANOVA is employed to identify whether there are any significant differences in the level of motivation and satisfaction towards the benefits received as gig economy workers based on gender, age and academic level. Multiple regression is used to test the linear connection between the independent and dependent variables [75]. Below is the equation: Y = a+ b1X1 + b2X2 + b3X3+b4X4… which is translated to:
Satisfaction Towards Benefits Received = a + b1 (Motivation) + b2 (Gender) + b3 (Age) + b4 (Academic Level).

Respondent Profile

Referring to Table 3, most respondents are males, with 212 respondents (58.2%) and majority of the respondents (221) are under 21-25 years of age (57.6%). Most respondents (186 or 48.4%) have a degree qualification. Based on the type of gig economy workers, the majority of the respondents (159 or 41.4%) are part-time workers. The majority of them (263 respondents or 68.5%) earned between RM1000 to RM2999.

To ensure normal distribution of the data, skewness and kurtosis are assessed. The skewness value should be within the range of -3 to +3, and the kurtosis value should fall within the range of -10 to +10 to reflect the normal distributions [77]. The skewness value for motivation is -0.508, the kurtosis value is 0.077. The skewness value for satisfaction is -0.210 and the kurtosis value for satisfaction is -0.520.

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Table 3: Demographic Profile

Category	Profile	Frequency (n)	Percentage (%)
Gender	Male	212	58.2
	Female	172	44.8
Age	18-20 years old	73	19.0
	21-25 years old	221	57.6
	26-30 years old	27	7.0
	31-40 years old	25	6.5
	41 years old and above	38	9.9
Academic Level	Secondary School	56	14.6
	Skills Certificates	13	3.4
	Matriculation	41	10.7
	Diploma	75	19.5
	Degree	186	48.4
	Master's Degree	13	3.4
Types of Gig Economy Workers	Part-time Worker	159	41.4
	Contract Worker	36	9.4
	Freelancer	63	16.4
	Artist / Influencer	12	3.1
	Rider / Driver	92	24.0
	Other	22	5.7
Income Per Month	Below RM 1000	89	23.2
	RM 1000 – RM 2999	263	68.5
	RM 3000 and above	32	8.3

FINDING AND DISCUSSION

Level of Motivation and Satisfaction

Based on Table 4, the mean level for motivation is 4.02 (SD = 0.88). The mean level for satisfaction is 3.93 (SD = 0.94). Both motivation and satisfaction are at a high level.

Table 4: Descriptive Statistics for Motivation and Satisfaction (N=384)

Variable	Mean	SD	Interpretation
Motivation	4.02	0.88	High
Satisfaction	3.93	0.94	High

Comparison of Motivation and Satisfaction Based on Gender, Age and Academic Level

The variables motivation and satisfaction were further analyzed to ensure if there are differences based on demographic variables gender, age and academic level. Ho^1 will look at the difference in the variable motivation. The null hypothesis is expanded to **Ho^{1a}**, **Ho^{1b}** and **Ho^{1c}** to differentiate between gender, age and academic level:

Ho^{1a} – The level of motivation is not significantly different based on gender
Ho^{1b} – The level of motivation is not significantly different based on age
Ho^{1c} – The level of motivation is not significantly different based on academic level

Referring to Table 5, based on gender, there is a significant difference between males and females ($p<0.05$). Therefore, Ho^{1a} was rejected. Based on age category, there is a significant difference between the age categories ($p<0.05$). Therefore, Ho^{1b} was rejected. Based on the academic level, there is no significant difference between the academic level categories ($p>0.05$). Therefore, Ho^{1c} was not rejected.

According to Dehaloo [78], younger employees who just finished their studies, as well as those nearing retirement, have higher motivation levels than those in middle age.

Table 5: Comparison of Motivation Based on Gender, Age and Academic Level (N=384)

Variable	Category	N	Mean	SD	F-value	Sig.
Gender	Male	212	4.11	0.716	6.482	0.011
	Female	172	3.92	0.704		
Age	18-20 years old	73	4.18	0.647	5.977	0.000
	21-25 years old	221	3.95	0.707		
	26-30 years old	27	4.20	0.677		
	31-40 years old	25	4.45	0.582		
	41 years old and above	38	3.73	0.808		
Academic Level	Secondary School	56	4.07	0.791	0.401	0.848
	Skills Certificates	13	3.82	1.085		
	Matriculation	41	4.10	0.592		
	Diploma	75	3.99	0.628		
	Degree	186	4.01	0.698		
	Master's Degree	13	4.04	1.045		

The next section analyses the differences in satisfaction based on demographic variables. Ho^2 will look at the difference in satisfaction. The null hypothesis is expanded to **Ho^{2a}**, **Ho^{2b}** and **Ho^{2c}**.

Ho^{2a} – The level of satisfaction is not significantly different based on gender.
Ho^{2b} – The levels of satisfaction is not significantly different based on age.
Ho^{2c} – The level of satisfaction is not significantly different based on academic level.

Table 6: Comparison of Satisfaction Based on Gender, Age and Academic Level (N=384)

Variable	Category	N	Mean	SD	F-value	Sig.
Gender	Male	212	4.00	0.653	4.261	0.040
	Female	172	3.86	0.670		
Age	18-20 years old	73	4.10	0.631	3.940	0.004
	21-25 years old	221	3.92	0.638		
	26-30 years old	27	4.10	0.669		
	31-40 years old	25	3.83	0.704		
	41 years old and above	38	3.62	0.738		
Academic Level	Secondary School	56	3.93	0.742	1.557	0.171
	Skills Certificates	13	3.52	0.708		
	Matriculation	41	4.05	0.627		
	Diploma	75	3.86	0.733		
	Degree	186	3.96	0.609		
	Master's Degree	13	4.02	0.627		

Based on gender, there is a significant difference between males and females ($p<0.05$). Therefore, Ho^{2a} was rejected. Based on age category, there is a significant difference between the age categories ($p<0.05$). Therefore, Ho^{2b} was rejected. Based on the academic level, there is no significant difference between the academic level categories. Therefore, Ho^{2c} was not rejected.

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The Impact of Gender, Age, Academic Level and Motivation on Satisfaction

Multiple regression analysis was used to test if gender, age, academic level and motivation significantly predicted satisfaction with the benefits received as gig economy workers. The results of the regression indicated two predictors explained 59.0% of the variance (adjusted R2 =0.59, $F(2,381)= 276.020$, $p<0.01$). It was found that age ($\beta=-0.021$, $p<0.01$) and motivation ($\beta=0.752$, $p<0.01$) significantly predicted satisfaction with the benefits received as gig economy workers (Table 7). Therefore, '**Ho^3 – Gender, age, academic level and motivation do not contribute significantly towards satisfaction on the benefits received as gig economy workers'** is rejected.

Table 7: Regression Results (N=384)

Independent Variables	Beta	Sig.	Tolerance	VIF
Gender	0.021	0.541	0.936	1.088
Age	**-0.121**	**0.000**	**0.997**	**1.058**
Academic Level	0.046	0.165	0.998	1.020
Motivation	**0.752**	**0.000**	**0.982**	**1.018**
R Square	0.592			
Adjusted R Square	0.590			
F-Test	276.020			
Sig	0.000			

Dependent Variable: Satisfaction

The finding is in line with the discussions by Almeida and O'Reilly [79], who highlighted that many possibilities of the gig economy can be leveraged to develop job programs to help young people improve their prospects in the modern economy. The gig economy's innovative learning methods can help people of all ages and levels of education by giving them more options for where and how they study. Santa-Cruz, Sanchez and Lopez-Guzman [80] discovered that educational level does not influence job satisfaction. Ni'matul Mawaddah and Indriati Paskarini [81], however, found significant correlations between education with motivation and job satisfaction.

CONCLUSION

The research concluded that the level of motivation and satisfaction towards the benefits within gig economy workers are at a high level. Based on gender and age both motivation and satisfaction towards the benefits received as gig economy workers showed significant differences with higher levels among males and younger gig workers. To assess if gender, age, academic level and motivation contribute towards satisfaction towards the benefits received as a gig economy worker, the regression analysis confirmed that only age and motivation are significant predictors.

Policies and interventions can be developed to create an environment and conditions conducive to employee happiness, resulting in an increase in employee motivation and work satisfaction. Due to the difficulty in establishing the "contract of service" aspect for jobs in the gig economy, the Human Resources Ministry claimed that the current provisions of the Employment Act 1955 were not appropriate to regulate the gig economy. Relevant policies can be formulated to safeguard persons employed in the gig economy. The group's "nature of work" differs from that of traditional formal-sector workers. The ministry claimed that labor laws should not be

implemented in such a way that employees and enterprises in the gig economy are restricted in their flexibility.

As independence is a valuable trait among gig workers, it is critical that the autonomy and independence of the gig worker be respected, and that the middleman does not undercut this motivating element. The intermediary's engagement in the contact between the gig worker and the customer must be kept as low as possible to respect the gig worker's independence and autonomy. Because gig workers have demonstrated a desire to learn and grow, respective agencies can provide complimentary, voluntary educational activities such as full-fledged courses and seminars. Furthermore, such activities could meet part of a gig worker's networking and relationship-building needs, although these needs could also be met by providing more informal socializing opportunities.

Limitations of the study include a lack of research and resources, particularly when it comes to a potential worry like the Covid-19 outbreak, which emerged as a new issue. Quantitative research has flaws, such as a lack of depth in data collecting and rigidity in the survey. Qualitative research is recommended for future studies because it allows researchers to learn about respondents' habits, actions, feelings and attitudes. There were only four independent variables and one dependent variable that were tested in this study. Future research shall consider variables such as personal traits, community climates, type of benefits and financial literacy of gig workers. With personal and family requirements, technology, and available labor, the gig economy will undoubtedly continue to evolve.

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