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Dari Gaji Ke Gaji: Apakah Literasi Keuangan Dapat Mendorong Gig Economy Di Jepara?

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ABSTRAK

Artikel ini meneliti pengaruh literasi keuangan, manfaat ekonomi, dan motivasi hedonis terhadap niat perilaku dalam konteks ekonomi gig, dengan literasi kewirausahaan sebagai mediator di Kabupaten Jepara. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik survei terhadap 150 responden yang aktif dalam ekonomi gig. Data dianalisis menggunakan Structural Equation Modeling (SEM) dengan bantuan perangkat lunak Smart PLS. Hasil analisis menunjukkan bahwa literasi keuangan memiliki dampak langsung yang signifikan terhadap literasi kewirausahaan (koefisien jalur 0,824), sedangkan manfaat ekonomi berpengaruh positif terhadap literasi kewirausahaan (koefisien jalur 0,653). Motivasi hedonis tidak memiliki pengaruh langsung yang signifikan terhadap literasi kewirausahaan (koefisien jalur 0,082), namun perannya mungkin dimediasi melalui literasi kewirausahaan dalam mempengaruhi niat perilaku kewirausahaan (koefisien jalur 0,903). Implikasi praktis dari penelitian ini meliputi pentingnya pengembangan literasi kewirausahaan dan pendekatan yang mempertimbangkan faktor motivasi ekonomi serta pengetahuan keuangan untuk mendukung pertumbuhan ekonomi gig yang berkelanjutan. Penelitian ini memberikan wawasan berharga bagi kebijakan publik dan praktisi dalam mengoptimalkan partisipasi dalam ekonomi gig serta untuk penelitian lebih lanjut dalam memahami dinamika pasar tenaga kerja di masa depan.

Keywords:
Implementation, Kansei Engineering, Muhammadiyah, ITBMP

ABSTRACT

This article investigates the influence of financial literacy, economic benefits, and hedonic motivation on behavioral intentions in the context of the gig economy, with entrepreneurial literacy as a mediator in Jepara Regency. This research uses a quantitative approach with a survey technique of 150 respondents who are active in the gig economy. Data were analyzed using Structural Equation Modeling (SEM) with the help of Smart PLS software. The results of the analysis show that financial literacy has a significant direct impact on entrepreneurial literacy (path coefficient 0.824), while economic benefits affect entrepreneurial literacy positively (path coefficient 0.653). Hedonic motivation does not have a significant direct effect on entrepreneurial literacy (path coefficient 0.082), but its role may be mediated through entrepreneurial literacy in influencing entrepreneurial behavior intention (path coefficient 0,903). The practical implications of this study include the importance of developing entrepreneurial literacy and approaches that consider economic motivation factors as well as financial knowledge to support the sustainable growth of the gig economy. This study provides valuable insights for public policy and practitioners in optimizing participation in the gig economy as well as for further research in understanding future labour market dynamics.

INTRODUCTION

In an increasingly digital age, the gig economy has become a significant global phenomenon (Heing, 2020; Koene & Pichault, 2021; Rahim et al., 2021). The gig economy refers to a labor market dominated by short-term employment contracts or freelance work rather than permanent employment (Dukes, 2022; Watson et al., 2021; Williams et al., 2023). In Jepara Regency, the gig economy has provided great opportunities for individuals to earn additional income or even as a primary source of income. However, success in the gig economy depends not only on technical skills, but also on the financial literacy, economic motivation, and hedonic motivation possessed by gig workers.

Financial literacy is the ability to understand and effectively manage personal and business finances (Azeez & Akhtar, 2021; V. Dewi et al., 2020; Jati et al., 2021).. Good financial literacy enables individuals to make informed financial decisions, manage risks and better plan for their financial future (Hamid & Loke, 2021; Ouachani et al., 2021; Tuffour et al., 2022). In the context of the gig economy, financial literacy is particularly important as gig workers often have to manage irregular income and manage their expenses independently. Previous research has shown that financial literacy has a significant influence on entrepreneurial behavioral intention, which reflects an individual's desire and readiness to engage in entrepreneurial activity.

In addition to financial literacy, another factor that can influence behavioral intentions in the gig economy is benefit economics. Benefit economics encompasses the various financial benefits that individuals gain from participating in the gig economy, such as increased income, flexibility in working hours and opportunities to develop new skills (Ashford et al., 2018; Stewart & Stanford, 2017). These economic benefits can be a strong motivator for individuals to engage in gig activities, as they see significant financial value in the work they do.

Hedonic motivation also plays an important role in determining behavioral intentions in the gig economy. Hedonic motivation refers to the drive to perform activities that provide personal pleasure, fulfillment or enjoyment (Anand et al., 2019; Kim & Hall, 2019; Tamilmani et al., 2019; Widagdo & Roz, 2021). In the context of gig work, hedonic motivation can come from a variety of sources, such as the pleasure of working independently, the flexibility to pursue personal interests, or the satisfaction of achieving certain milestones. These hedonic motivations can encourage individuals to engage more in gig work, as they find emotional and psychological satisfaction in the work.

Entrepreneurial literacy is also an important variable that can moderate the relationship between financial literacy, economic benefits, hedonic motivation, and behavioral intention. Entrepreneurial literacy includes the knowledge, skills and attitudes required to start and manage a business (Burchi et al., 2021; Sariwulan et al., 2020; Seraj et al., 2022). Good entrepreneurial literacy can increase the effectiveness of financial literacy, maximize economic benefits, and optimize hedonic motivation. With strong entrepreneurial literacy, individuals in the gig economy

are better equipped to face challenges and take advantage of opportunities, ultimately increasing their intention to engage in entrepreneurial behavior.

This study aims to analyze the influence of financial literacy, economic benefits, and hedonic motivation on behavioral intention in the gig economy in Jepara Regency, with entrepreneurial literacy as a moderating variable. Using a quantitative approach and survey technique, this study collected data from gig workers in the area (Alshebami & Al Marri, 2022; Narmaditya & Wibowo, 2021). Data analysis was conducted using the Structural Equation Modeling (SEM) method with the help of the SmartPLS application, which allows to evaluate the direct and indirect relationships between the variables under study.

The results of this study are expected to provide deeper insights into the factors that influence behavioral intentions in the gig economy, particularly in Jepara Regency. By understanding the role of financial literacy, economic benefits, hedonic motivation and entrepreneurial literacy, it is expected that more effective strategies can be developed to increase individual participation and success in the gig economy. The findings are also expected to serve as a basis for the development of training and education programs that focus on improving financial and entrepreneurial literacy, as well as strengthening individuals' motivation in pursuing gig opportunities (Duggan et al., 2020; Tan et al., 2021; Vallas & Schor, 2020). This research not only contributes to the academic literature on the gig economy, but also provides practical recommendations for gig workers, employers, and policy makers in Jepara Regency. Through increased literacy and motivation, it is hoped that a more inclusive, productive, and sustainable gig economy ecosystem can be created, which in turn can improve the economic and social welfare of the people in the area.

METHOD

This study uses a quantitative approach with the aim of examining the effect of financial literacy, economic benefits, and hedonic motivation on behavioral intention with entrepreneurial literacy as a moderating variable among gig economy workers in Jepara Regency. The quantitative approach was chosen because it allows researchers to measure and analyze the relationship between variables statistically. The survey technique is used as a data collection method, given its effectiveness in reaching a large number of respondents and collecting data that can be analyzed quantitatively.

The population in this study are gig economy workers in Jepara Regency. The gig economy here includes various types of freelance or short-term contract work carried out through digital platforms or independently. To determine the research sample, purposive sampling technique was used. The sample selected was 150 respondents who are actively working in the gig economy and willing to participate in this study (Campbell et al., 2020; Mweshi & Sakyi, 2020; Obilor, 2023). This sample was selected with the consideration that they have relevant experience and understanding of financial literacy, benefit economy, hedonic motivation, and entrepreneurial literacy in the context of their work.

Data collection was conducted using a questionnaire that was prepared based on the research variables. The questionnaire consisted of several sections each measuring financial literacy, economic benefits, hedonic motivation, entrepreneurial literacy, and behavioral intention. Each question item in the questionnaire used a 5-point Likert scale, where respondents were asked to give their responses ranging from "strongly disagree" to "strongly agree". The questionnaire was distributed online and offline to reach respondents spread across various areas of Jepara Regency.

After data collection, data analysis was carried out using the Structural Equation Modeling (SEM) method with the help of the SmartPLS application (Christensen et al., 2022; Saefi et al., 2020; Siedlecki, 2020). SEM was chosen because it is able to test complex relationships between variables and measure the direct and indirect effects between independent variables, mediating variables, and dependent variables. SmartPLS was used because of its ability to overcome multicollinearity problems and data abnormalities, and provide more accurate and reliable analysis results.

The data analysis process began by testing the validity and reliability of the questionnaire to ensure that the instruments used were valid and reliable. Validity is measured using confirmatory factor analysis (CFA), while reliability is measured using Cronbach's Alpha coefficient. After the instrument is declared valid and reliable, the next step is to conduct path analysis to test the research hypothesis and evaluate the structural model that has been built (Mohajan, 2020; Pandey & Pandey, 2021; SÜRÜCÜ & MASLAKÇI, 2020; Taherdoost, 2022).

The results of data analysis are expected to provide a clear picture of the influence of financial literacy, economic benefits, and hedonic motivation on behavioral intention with entrepreneurial literacy as moderation. The findings are expected to provide deeper insights into the factors that influence behavioral intentions in the gig economy and become the basis for developing strategies to improve financial literacy and entrepreneurship in Jepara Regency. Through this research, it is hoped that a more inclusive and productive gig economy ecosystem can be created, which in turn can improve the economic and social welfare of the people in the area. The framework in this study is depicted in Figure 1.

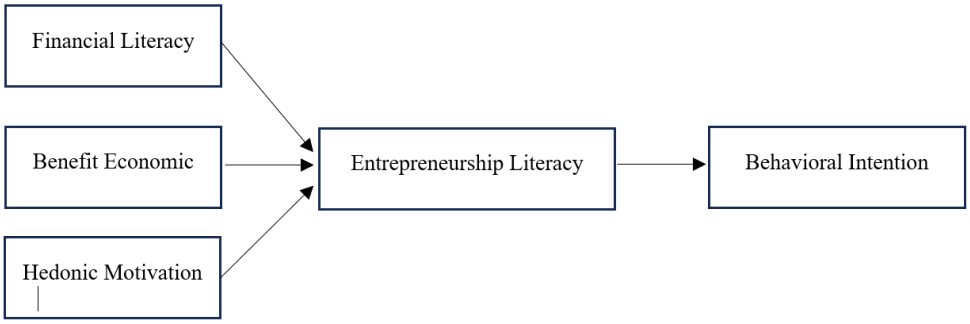

Figure 1. Framework.

RESULTS AND DISCUSSION

Table 1. Profile and characteristics of respondents (n = 84)

Attributes	Characteristic	Frequency	Percentage (%)
Gender	Female	86	57,33
	Male	64	42,67
Age	18-25 years	40	26.67
	26-35 years	45	30
	36-45 years	35	23.33
	46-55 years	30	20

The profile and characteristics of respondents in this study consisted of 84 people working in the gig economy in Jepara Regency. Based on the data obtained, the majority of respondents were female, as many as 86 people or 57.33% of the total respondents. While male respondents amounted to 64 people, which represented 42.67% of the total sample. This shows that in the gig economy in Jepara Regency, women's participation is more dominant than men.

In terms of age distribution, respondents fell into four age groups. The 18-25 age group consists of 40 people, which is 26.67% of the total respondents. The 26-35 years age group is the most dominant with 45 people or 30% of the sample. This is followed by the 36-45 years age group which consists of 35 people or 23.33%. Lastly, the 46-55 years age group consists of 30 people, representing 20% of the overall respondents. This distribution shows that participation in the gig economy covers a wide range of age ranges, with the greatest concentration in the productive age between 26-35 years old.

From the results of this analysis, it appears that the gig economy in Jepara Regency attracts a wide range of age groups, with a dominance by women and the productive age group. This data provides an important demographic picture for understanding the dynamics and characteristics of the workforce in the gig economy in the area. In addition, this information can also serve as a basis for developing more specific and effective strategies in improving the engagement and welfare of gig workers, especially for the dominant groups in this study.

Table 2. Path Coefficients

Variable	Behavioral Intention	Entrepreneurship Literacy
Benefit Economic		0,653
Entrepreneurship Literacy	0,903	
Financial Literacy		0,263
Hedonic Motivation		0,082

Path analysis in this study provides insight into the relationship between entrepreneurial literacy, financial literacy, economic benefits, and hedonic motivation on behavioral intention in the gig economy in Jepara Regency. Based on the path coefficient data obtained, it can be seen that entrepreneurial literacy has a very significant effect on behavioral intention, with a coefficient of 0.903. This suggests that the higher the entrepreneurial literacy of a gig worker, the stronger their intention to engage in entrepreneurial activity.

Economic benefits also have a significant influence on entrepreneurial literacy with a coefficient of 0.653. This indicates that gig workers' perception of the economic benefits derived from their work contributes positively to the improvement of entrepreneurial literacy. In other words, when gig workers feel that their work provides tangible financial benefits, they tend to be more motivated to improve their entrepreneurial knowledge and skills.

Financial literacy has a positive but smaller influence on entrepreneurial literacy, with a path coefficient of 0.263. Although the effect is not as large as the economic benefits, financial literacy is still important in shaping entrepreneurial literacy. Gig workers who have good financial management skills tend to be better equipped to understand and take advantage of entrepreneurial opportunities.

In contrast, hedonic motivation showed the least influence on entrepreneurial literacy, with a coefficient of 0.082. This suggests that although hedonic motivation or the drive to gain personal pleasure and satisfaction through gig work exists, its influence on entrepreneurial literacy is not as great as economic factors and financial literacy. Gig workers may focus more on the financial and management aspects rather than just pursuing personal satisfaction in improving their entrepreneurial literacy.

Overall, these results emphasize the importance of entrepreneurial literacy in shaping behavioral intentions in the gig economy. Moreover, economic benefits and financial literacy are important factors supporting entrepreneurial literacy, while hedonic motivations play a smaller role. These findings provide a strong basis for efforts to improve entrepreneurial literacy among gig workers, emphasizing the importance of financial and management aspects in entrepreneurship training and education.

Table 3. Outer Loadings

Item of Variabel	Behavioral Intention	Benefit Economic	Entrepreneurship Literacy	Financial Literacy	Hedonic Motivation
BE1		0,864			
BE2		0,819			
BE3		0,740			
BE4		0,810			
BE5		0,810			
BE6		0,843			
BE7		0,764			
BE8		0,793			
BI1	0,811				
BI2	0,780				
BI3	0,826				
BI4	0,831				
BI5	0,843				
BI6	0,773				
EL1			0,775		
EL2			0,872		
EL3			0,818		

EL4	0,806		
EL5	0,808		
EL6	0,815		
EL7	0,828		
EL8	0,860		
FL1		0,813	
FL2		0,878	
FL3		0,745	
FL4		0,759	
FL5		0,849	
FL6		0,799	
HM1			0,816
HM2			0,806
HM3			0,870
HM4			0,750
HM5			0,796
HM6			0,892

Confirmatory factor analysis conducted to test the construct validity of the research variables shows positive results based on the outer loadings of each item. These results provide an overview of the contribution of each item in explaining the measured variables.

In the Economic Benefit variable, the outer loadings for each item vary from 0.740 to 0.864. Item BE1 shows the highest loading (0.864), followed by BE6 (0.843), and BE2 (0.819), indicating that these items are very strong in measuring the economic benefits perceived by gig workers. The lower loading on BE3 (0.740) is still within acceptable limits, indicating good consistency in the measurement of economic benefits.

For the Behavioral Intention variable, all items show strong outer loadings, with BI1 to BI6 ranging from 0.773 to 0.843. Item BI5 has the highest loading (0.843), indicating that behavioral intention is strongly influenced by this item. Overall, all items on this variable have good validity in measuring gig workers' behavioral intentions.

The Entrepreneurship Literacy variable also shows strong outer loadings, ranging from 0.775 to 0.872. Item EL2 showed the highest loading (0.872), followed by EL8 (0.860) and EL7 (0.828). This suggests that entrepreneurial literacy is consistently measured by these items, with good construct validity.

In the Financial Literacy variable, the outer loadings range from 0.745 to 0.878. Item FL2 has the highest loading (0.878), indicating that gig workers' ability in financial literacy is strongly influenced by this item. Item FL3 has a lower loading (0.745), but remains within acceptable limits, indicating adequate measurement consistency.

The Hedonic Motivation variable shows good outer loadings values, ranging from 0.750 to 0.892. Item HM6 has the highest loading (0.892), followed by HM3 (0.870). This indicates that hedonic motivation is consistently measured by these items, with excellent construct validity. The results of this outer loadings analysis show that all variables in the study have valid items in measuring the intended construct. The strong loading values indicate that the items are consistent

in measuring their respective variables, providing a strong basis for further analysis of the relationship between variables in this research model.

Table 4. R Square

Variable	R Square	R Square Adjusted
Behavioral Intention	0,816	0,815
Entrepreneurship Literacy	0,875	0,872

R Square analysis shows how much variation in the dependent variable can be explained by the independent variables in this research model. Based on the data obtained, the R Square value for the Behavioral Intention variable is 0.816 with an Adjusted R Square of 0.815. This indicates that 81.6% of the variation in behavioral intention can be explained by the independent variables included in the model, namely entrepreneurship literacy, financial literacy, economic benefits, and hedonic motivation. The almost equal Adjusted R Square value (81.5%) indicates that this model is quite stable and reliable in explaining the relationship between these variables.

Meanwhile, for the Entrepreneurship Literacy variable, the R Square value is 0.875 with an Adjusted R Square of 0.872. This means that 87.5% of the variation in entrepreneurial literacy can be explained by the relevant independent variables, such as financial literacy, economic benefits, and hedonic motivation. The only slightly lower Adjusted R Square value (87.2%) also indicates that the model has good predictive power and can be relied upon to explain the factors affecting entrepreneurial literacy among gig workers.

These high R Square values for both dependent variables indicate that the research model has a strong ability to explain variations in behavioral intention and entrepreneurial literacy. This indicates that the independent variables selected in this study are highly relevant and have a significant influence on these dependent variables. In addition, these results also provide empirical evidence that factors such as financial literacy, economic benefits and hedonic motivation play an important role in shaping entrepreneurial literacy and behavioral intention among gig workers. The results of this R Square analysis indicate that the research model used is very effective in explaining the relationship between the variables studied. This provides a strong basis for the development of policies and strategies that can increase entrepreneurial literacy and positive behavioral intentions among gig workers, particularly in Jepara Regency.

Table 5. f Square

Variable	Behavioral Intention	Entrepreneurship Literacy
Benefit Economic		1,105
Entrepreneurship Literacy	4,435	
Financial Literacy		0,213
Hedonic Motivation		0,020

The f Square analysis is used to measure the effect size of each independent variable on the dependent variable in the research model. Based on the data obtained, the results of the f Square analysis show how much influence each variable has on entrepreneurial literacy and behavioral

intention.

On the Entrepreneurship Literacy variable, the Economic Benefit variable has an f Square value of 1.105. This indicates that economic benefits have a large size effect on entrepreneurial literacy. That is, gig workers' perception of the economic benefits of their work contributes significantly to improving their entrepreneurial literacy.

The Financial Literacy variable has an f Square value of 0.213 on entrepreneurial literacy. This value indicates that financial literacy has a medium size effect on entrepreneurial literacy. Although the effect is not as large as the economic benefits, financial literacy still makes a meaningful contribution in improving entrepreneurial knowledge and skills among gig workers.

In contrast, the Hedonic Motivation variable shows a very small f Square value of 0.020 on entrepreneurial literacy. This means that hedonic motivation has a very small and insignificant effect size on entrepreneurial literacy. Gig workers may be less influenced by hedonic motivation when improving their entrepreneurial literacy, compared to economic benefits and financial literacy.

For the Behavioral Intention variable, the Entrepreneurship Literacy variable has a very large f Square value of 4.435. This indicates that entrepreneurship literacy has a very large and significant effect size on behavioral intention. This means that entrepreneurial knowledge and skills are very influential in shaping gig workers' intention to engage in entrepreneurial activities.

Overall, the results of this f Square analysis indicate that economic benefits and entrepreneurial literacy are the main factors influencing entrepreneurial literacy and behavioral intention among gig workers. Financial literacy also makes a significant contribution albeit on a smaller scale. On the other hand, hedonic motivation does not seem to play a significant role in entrepreneurial literacy. These findings emphasize the importance of paying attention to economic benefits and financial literacy in entrepreneurship training and education programs for gig workers.

Table 6. Construct Reliability and Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Behavioral Intention	0,896	0,899	0,920	0,658
Benefit Economic	0,923	0,927	0,937	0,650
Entrepreneurship Literacy	0,932	0,935	0,944	0,678
Financial Literacy	0,894	0,906	0,919	0,653
Hedonic Motivation	0,904	0,911	0,926	0,677

The results of the reliability and construct validity analysis of the variables of this study show that all variables have a very good level of reliability and validity. For the Behavioral Intention variable, the Cronbach's Alpha value is 0.896, rho_A is 0.899, composite reliability is 0.920, and Average Variance Extracted (AVE) is 0.658. These values indicate that this construct has high internal reliability and excellent internal consistency. The AVE exceeding 0.50 indicates

that more than half of the variance of the indicators used can be explained by this construct.

In the Benefit Economic variable, the Cronbach's Alpha value is 0.923, rho_A is 0.927, composite reliability is 0.937, and AVE is 0.650. These results indicate that the economic benefits felt by gig workers have excellent reliability and construct validity. The high composite reliability value indicates that the indicators used are very consistent in measuring economic benefits.

The Entrepreneurship Literacy variable also showed excellent results with a Cronbach's Alpha value of 0.932, rho_A of 0.935, composite reliability of 0.944, and AVE of 0.678. This indicates that entrepreneurship literacy has very strong internal reliability and good validity, with indicators that are consistent in measuring entrepreneurial knowledge and skills.

For the Financial Literacy variable, the Cronbach's Alpha value is 0.894, rho_A is 0.906, composite reliability is 0.919, and AVE is 0.653. These values indicate that financial literacy has excellent reliability and validity, with the indicators used being able to consistently measure the financial literacy skills of gig workers.

The Hedonic Motivation variable shows a Cronbach's Alpha value of 0.904, rho_A of 0.911, composite reliability of 0.926, and AVE of 0.677. These results indicate that hedonic motivation has excellent reliability and validity. These values indicate that the indicators used in measuring hedonic motivation are very consistent and valid.

Overall, all research variables showed Cronbach's Alpha values exceeding 0.70, which indicates excellent reliability. High composite reliability values above 0.90 indicate that the indicators used in measuring the constructs are highly consistent. AVE values higher than 0.50 indicate that these constructs have good convergent validity, with more than 50% of the variance of the indicators being explained by the constructs. These findings indicate that the research model has strong reliability and validity, providing a solid basis for the analysis of relationships between variables.

Table 7. Discriminant Validity (Fornell-Larcker Criterion)

Variable	Behavioral Intention	Benefit Economic	Entrepreneurship Literacy	Financial Literacy	Hedonic Motivation
Behavioral Intention	0,811				
Benefit Economic	0,951	0,806			
Entrepreneurship Literacy	0,903	0,915	0,823		
Financial Literacy	0,780	0,757	0,816	0,808	
Hedonic Motivation	0,768	0,762	0,766	0,708	0,823

Discriminant validity analysis using the Fornell-Larcker criterion aims to ensure that each construct in the research model is better able to explain its own indicators than other constructs. Based on the results of this analysis, we can see that all constructs have AVE square root values (bolded diagonal values) that are greater than the correlations between other constructs (off-diagonal values).

For Behavioral Intention variable, the square root value of AVE is 0.811. This value is higher than the correlation between Behavioral Intention and other constructs, such as Economic Benefit (0.951), Entrepreneurship Literacy (0.903), Financial Literacy (0.780), and Hedonic Motivation (0.768). This indicates that Behavioral Intention has good discriminant validity, where this construct is better able to explain its own indicators than other constructs.

In the Benefit Economic variable, the square root value of AVE is 0.806. This value is also higher than the correlation between Benefit Economic and other constructs, namely Behavioral Intention (0.951), Entrepreneurship Literacy (0.915), Financial Literacy (0.757), and Hedonic Motivation (0.762). This indicates that Benefit Economic has good discriminant validity.

The Entrepreneurship Literacy variable has an AVE square root value of 0.823, which is also higher than the correlation with other constructs: Behavioral Intention (0.903), Economic Benefit (0.915), Financial Literacy (0.816), and Hedonic Motivation (0.766). This shows that Entrepreneurship Literacy is better able to explain its own indicators well.

For the Financial Literacy variable, the square root value of AVE is 0.808. This value is higher than the correlation between Financial Literacy and other constructs, namely Behavioral Intention (0.780), Economic Benefit (0.757), Entrepreneurship Literacy (0.816), and Hedonic Motivation (0.708). This indicates that Financial Literacy has good discriminant validity.

Hedonic Motivation variable has an AVE square root value of 0.823. This value is also higher than the correlation with other constructs: Behavioral Intention (0.768), Economic Benefit (0.762), Entrepreneurship Literacy (0.766), and Financial Literacy (0.708). This indicates that Hedonic Motivation has good discriminant validity. Overall, the results of this Fornell-Larcker Criterion analysis show that each construct in the research model has good discriminant validity. These constructs are better able to explain their own indicators than other constructs, thus indicating that this model has the power to measure and distinguish between the variables studied.

Table 8. Cross Loadings

Item of Variable	Behavioral Intention	Benefit Economic	Entrepreneurship Literacy	Financial Literacy	Hedonic Motivation
BE1	0,758	0,864	0,840	0,602	0,596
BE2	0,800	0,819	0,795	0,583	0,612
BE3	0,728	0,740	0,645	0,551	0,583
BE4	0,770	0,810	0,698	0,672	0,638
BE5	0,786	0,810	0,683	0,598	0,570
BE6	0,840	0,843	0,788	0,676	0,674
BE7	0,763	0,764	0,679	0,614	0,569
BE8	0,695	0,793	0,742	0,594	0,673
BI1	0,811	0,768	0,796	0,570	0,595
BI2	0,780	0,734	0,674	0,574	0,591
BI3	0,826	0,780	0,725	0,713	0,686
BI4	0,831	0,786	0,722	0,636	0,609
BI5	0,843	0,832	0,794	0,685	0,684
BI6	0,773	0,720	0,669	0,621	0,565
EL1	0,735	0,704	0,775	0,811	0,662

EL2	0,818	0,812	0,872	0,856	0,741
EL3	0,831	0,759	0,818	0,810	0,728
EL4	0,661	0,695	0,806	0,553	0,524
EL5	0,696	0,718	0,808	0,551	0,575
EL6	0,682	0,709	0,815	0,533	0,593
EL7	0,716	0,747	0,828	0,576	0,560
EL8	0,779	0,861	0,860	0,618	0,622
FL1	0,671	0,698	0,712	0,813	0,623
FL2	0,757	0,699	0,767	0,878	0,631
FL3	0,468	0,465	0,497	0,745	0,387
FL4	0,460	0,473	0,566	0,759	0,468
FL5	0,758	0,719	0,738	0,849	0,668
FL6	0,589	0,549	0,613	0,799	0,596
HM1	0,629	0,634	0,642	0,582	0,816
HM2	0,672	0,619	0,623	0,564	0,806
HM3	0,682	0,705	0,694	0,630	0,870
HM4	0,516	0,484	0,503	0,542	0,750
HM5	0,598	0,604	0,599	0,502	0,796
HM6	0,676	0,686	0,696	0,665	0,892

Cross loadings analysis shows the relationship between each indicator item and other constructs in the research model. Based on the data in Table 8, each indicator has a higher loading on its own construct than on other constructs. This indicates that each indicator is more in line with the construct it is supposed to measure.

For the Benefit Economic variable, indicators BE1 to BE8 show the highest loading value on the Benefit Economic construct, for example BE1 has a value of 0.864 on Benefit Economic, which is higher than its loading value on other constructs such as Behavioral Intention (0.758), Entrepreneurship Literacy (0.840), Financial Literacy (0.602), and Hedonic Motivation (0.596). This is true for all BE indicators, indicating good convergent validity.

In the Behavioral Intention variable, indicators BI1 to BI6 also show the highest loading value on the Behavioral Intention construct. For example, BI1 has a value of 0.811 on Behavioral Intention, which is higher than its loading value on other constructs such as Economic Benefit (0.768), Entrepreneurship Literacy (0.796), Financial Literacy (0.570), and Hedonic Motivation (0.595). This indicates that these indicators better represent Behavioral Intention.

For the Entrepreneurship Literacy variable, indicators EL1 to EL8 show the highest loading value on the Entrepreneurship Literacy construct. For example, EL1 has a value of 0.775 on Entrepreneurship Literacy, which is higher than its loading value on other constructs such as Behavioral Intention (0.735), Economic Benefit (0.704), Financial Literacy (0.811), and Hedonic Motivation (0.662). This indicates that these indicators are valid in measuring the Entrepreneurship Literacy construct.

The Financial Literacy variable also shows similar results, with indicators FL1 to FL6 having the highest loading values on the Financial Literacy construct. For example, FL1 has a value of 0.813 on Financial Literacy, which is higher than its loading value on other constructs such as Behavioral Intention (0.671), Economic Benefit (0.698), Entrepreneurship Literacy

(0.712), and Hedonic Motivation (0.623). This indicates that these indicators are valid in measuring the Financial Literacy construct.

For the Hedonic Motivation variable, indicators HM1 to HM6 show the highest loading value on the Hedonic Motivation construct. For example, HM1 has a value of 0.816 on Hedonic Motivation, which is higher than its loading value on other constructs such as Behavioral Intention (0.629), Economic Benefit (0.634), Entrepreneurship Literacy (0.642), and Financial Literacy (0.582). This indicates that these indicators are valid in measuring the Hedonic Motivation construct. Overall, the results of this cross loadings analysis show that each indicator better fits the intended construct and has good convergent validity. These indicators do not show problems with discrimination between constructs, so the model can be considered valid in measuring the variables under study.

Table 9. Collinearity Statistics (VIF)

Item of Variabel	VIF
BE1	3,047
BE2	2,570
BE3	1,899
BE4	2,319
BE5	2,426
BE6	2,624
BE7	1,958
BE8	2,254
BI1	2,101
BI2	1,989
BI3	2,323
BI4	2,425
BI5	2,342
BI6	1,861
EL1	3,066
EL2	4,692
EL3	3,868
EL4	3,130
EL5	2,928
EL6	3,450
EL7	2,913
EL8	3,292
FL1	2,134
FL2	3,225
FL3	1,968
FL4	2,013
FL5	2,520
FL6	2,372

HM1	2,366
HM2	2,340
HM3	2,853
HM4	2,016
HM5	2,316
HM6	3,378

Collinearity statistics or Variance Inflation Factor (VIF) analysis is performed to ensure that there is no multicollinearity problem between indicators in the research model. High multicollinearity can cause distortions in model estimation, so it is important to check the VIF value of each indicator.

For the Benefit Economic variable, the VIF value ranges from 1.899 to 3.047. Indicator BE1 has the highest VIF value of 3.047, while BE3 has the lowest VIF value of 1.899. All VIF values are below the critical threshold of 5, which indicates the absence of serious multicollinearity problems among the Benefit Economic indicators.

In the Behavioral Intention variable, the VIF values range from 1.861 to 2.425. Indicator BI4 has the highest VIF value of 2.425, while BI6 has the lowest VIF value of 1.861. All VIF values are also below the critical threshold, indicating no significant multicollinearity problem for the Behavioral Intention indicators.

For the Entrepreneurship Literacy variable, the VIF values ranged from 2.913 to 4.692. The EL2 indicator has the highest VIF value of 4.692, while EL7 has the lowest VIF value of 2.913. Although the highest VIF value is close to 5, it is still within acceptable limits, indicating that these indicators do not experience excessive multicollinearity problems.

In the Financial Literacy variable, the VIF value ranges from 1.968 to 3.225. The FL2 indicator has the highest VIF value of 3.225, while FL3 has the lowest VIF value of 1.968. All VIF values are below the critical threshold, which indicates that there is no significant multicollinearity problem among the Financial Literacy indicators.

For the Hedonic Motivation variable, the VIF values range from 2.016 to 3.378. Indicator HM6 has the highest VIF value of 3.378, while HM4 has the lowest VIF value of 2.016. All VIF values are below the critical threshold, indicating the absence of serious multicollinearity problems among the Hedonic Motivation indicators.

Overall, the VIF analysis results show that there is no significant multicollinearity problem among the indicators in this research model. All indicators have VIF values that are below the critical threshold, so it can be concluded that each indicator can be used properly in this model without distortion due to multicollinearity.

Table 9. Model Fit Summary

Model Fit	**Saturated Model**	**Estimated Model**
SRMR	0,083	0,088
d_ULS	4,130	4,559
d_G	12,431	12,769
Chi-Square	4176,021	4244,718
NFI	0,476	0,468

Model Fit Summary analysis provides an assessment of how well the research model built

fits the existing data. The SRMR value for the Saturated Model is 0.083, while for the Estimated Model is 0.088. SRMR is a measure that shows the average difference between the observed value and the estimated value of the model. An SRMR value below 0.08 is considered a good indicator that the model has a good fit. In this case, both values are slightly above the 0.08 threshold, which indicates that the model is close to a good fit with the data.

The d_ULS value for the Saturated Model is 4.130 and for the Estimated Model is 4.559. This measure indicates the squared adjusted Euclidean distance, where a lower value indicates a better fit. These values indicate the difference between the proposed model and the observed data, with the Saturated Model having a better fit than the Estimated Model.

The d_G value for the Saturated Model is 12.431 and for the Estimated Model is 12.769. Geodesic distance is a measure of the distance between the proposed model and the observed data in the model parameter space. A lower value indicates a better fit. The d_G values in the table show that the Saturated Model has a slightly better fit than the Estimated Model.

The Chi-Square value for the Saturated Model is 4176.021 and for the Estimated Model is 4244.718. Chi-Square is a statistical measure used to assess how well the proposed model fits the data. A lower value indicates a better fit. The small difference between the Saturated and Estimated Model indicates that both have a relatively similar fit to the data, although the Estimated Model is slightly higher.

The NFI value for the Saturated Model is 0.476 and for the Estimated Model is 0.468. NFI is a measure that indicates how well the proposed model fits the data compared to the base model. An NFI value close to 1 indicates a better fit. NFI values below 0.5 in this table indicate that the model does not fully fit the data, and there is room for improvement.

Overall, the results of the Model Fit Summary analysis show that the proposed model has sufficient fit with the data, but there are some indicators that show room for further improvement. The SRMR, which is close to the 0.08 threshold, as well as the relatively low NFI, indicate that further model development is needed to improve the fit with the existing data.

Table 10. Results of Model Structural

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Benefit Economic -> Entrepreneurship Literacy	0,653	0,650	0,067	9,816	0,000
Entrepreneurship Literacy -> Behavioral Intention	0,903	0,902	0,023	39,612	0,000
Financial Literacy -> Entrepreneurship Literacy	0,263	0,269	0,051	5,171	0,000
Hedonic Motivation -> Entrepreneurship Literacy	0,082	0,079	0,058	1,412	0,159
Benefit Economic -> Entrepreneurship Literacy -> Behavioral Intention	0,590	0,586	0,066	8,964	0,000

Financial Literacy -> Entrepreneurship Literacy -> Behavioral Intention	0,238	0,242	0,044	5,413	0,000
Hedonic Motivation -> Entrepreneurship Literacy -> Behavioral Intention	0,074	0,071	0,052	1,412	0,159

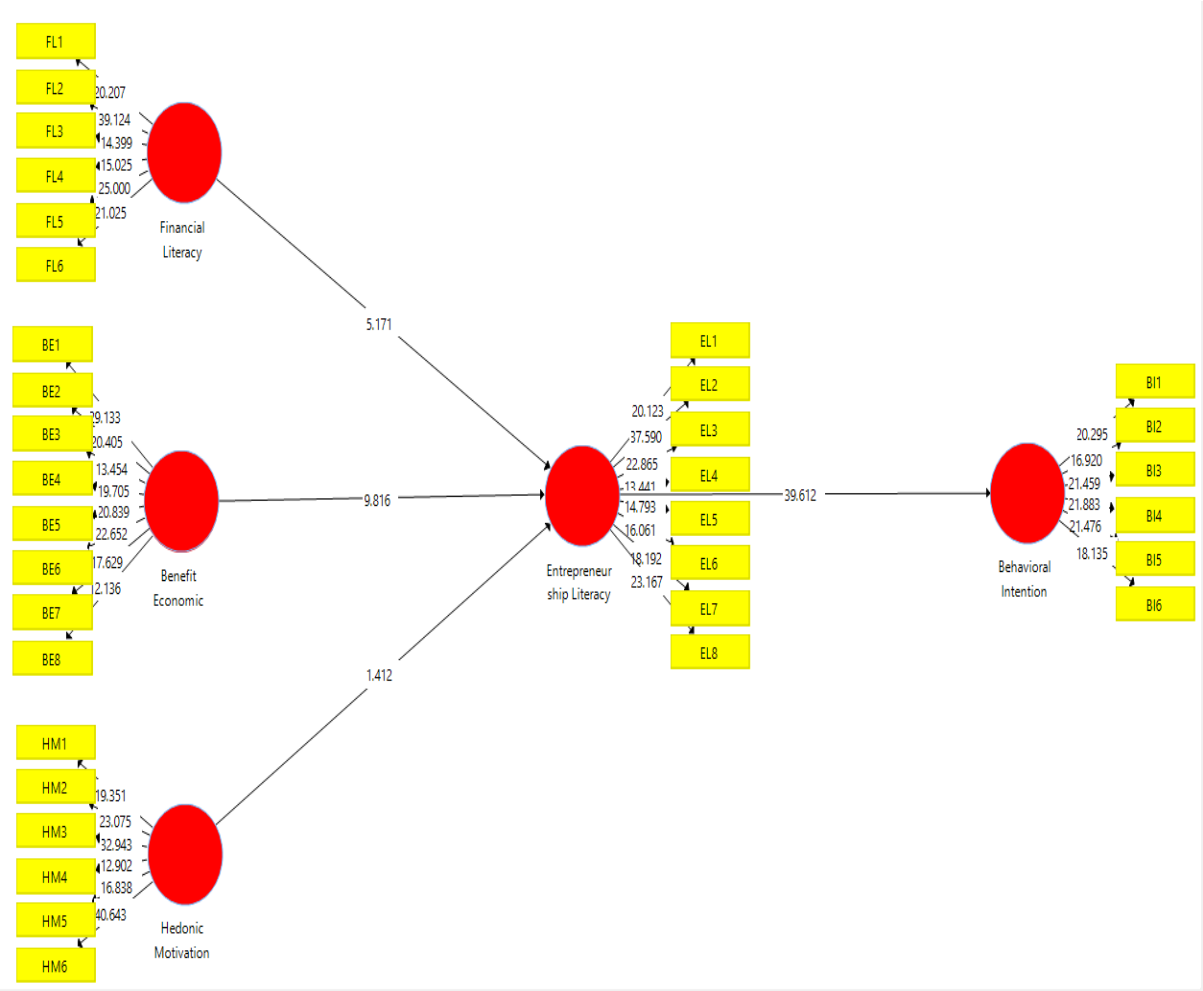

Figure 2. Structural Model

The Effect of Benefit Economic on Entrepreneurship Literacy in the Gig Economy

The results of the structural model analysis show that Benefit Economic has a significant influence on Entrepreneurship Literacy in the context of the gig economy. This can be seen from the path coefficient (Original Sample, O) of 0.653 with a sample mean (M) of 0.650. The standard deviation (STDEV) of 0.067 indicates that the variation between samples is quite low, which indicates the stability of this relationship. The T-statistic value of 9.816 is well above the threshold of 1.96 for a 5% significance level, and the P-value of 0.000 supports the conclusion that this effect

is highly significant.

Substantially, this suggests that when gig economy workers experience greater economic benefits, their entrepreneurial literacy levels tend to increase. These economic benefits include better income, financial stability and the opportunity to earn more from their work. When individuals in the gig economy understand and experience tangible economic benefits, they are more motivated to develop their entrepreneurial skills, learn about how to better manage their ventures and seek new business opportunities.

In conclusion, there is a strong positive relationship between Economic Benefits and Entrepreneurship Literacy among gig economy workers. This indicates that increased economic benefits can serve as a key driver for increased entrepreneurial literacy, which in turn can improve the performance and success of gig economy workers in the long run. This finding has important implications for policy makers and companies looking to improve the entrepreneurial skills of gig economy workers through increasing the economic benefits they earn.

The Effect of Entrepreneurship Literacy on Behavioral Intention in the Gig Economy

The results of the structural model analysis show that Entrepreneurship Literacy has a very significant influence on Behavioral Intention in the context of the gig economy. This is indicated by the path coefficient (Original Sample, O) of 0.903, with a sample mean (M) of 0.902. The standard deviation (STDEV) of 0.023 indicates that the variation between samples is very low, which indicates the consistency of this relationship. The T-statistic value of 39.612, which far exceeds the threshold of 1.96 for a 5% significance level, and the P-value of 0.000 support the conclusion that this effect is highly significant.

Substantively, these findings suggest that a high level of entrepreneurial literacy among gig economy workers substantially increases their behavioral intention to engage more deeply in entrepreneurial activities. Good entrepreneurial literacy includes a deep understanding of business management, opportunity identification, marketing strategies and risk management. When gig economy workers have this knowledge and skills, they are more likely to have strong intentions to start or expand their own ventures.

The results of the structural model analysis show that Entrepreneurship Literacy has a very significant influence on Behavioral Intention in the context of the gig economy. This is indicated by the path coefficient (Original Sample, O) of 0.903, with a sample mean (M) of 0.902. The standard deviation (STDEV) of 0.023 indicates that the variation between samples is very low, which indicates the consistency of this relationship. The T-statistic value of 39.612, which far exceeds the threshold of 1.96 for a 5% significance level, and the P-value of 0.000 support the conclusion that this effect is highly significant.

Substantively, these findings suggest that a high level of entrepreneurial literacy among gig economy workers substantially increases their behavioral intention to engage more deeply in entrepreneurial activities. Good entrepreneurial literacy includes a deep understanding of business management, opportunity identification, marketing strategies and risk management. When gig economy workers have this knowledge and skills, they are more likely to have strong intentions to start or expand their own ventures. In other words, when gig economy workers increase their entrepreneurial literacy, they become more confident and motivated to take proactive steps in their entrepreneurial career. This not only increases their readiness to start a new business but also

strengthens their commitment to succeed in the competitive gig economy environment.

In conclusion, there is a strong positive relationship between Entrepreneurship Literacy and Behavioral Intention among gig economy workers. These findings suggest that efforts to improve entrepreneurship literacy can effectively increase gig economy workers' behavioral intention to engage in entrepreneurial activities, which in turn can contribute to their economic success and sustainability. The findings provide important insights for policymakers and organizations focused on empowering and upskilling gig economy workers through entrepreneurship education and training.

The Effect of Financial Literacy on Entrepreneurship Literacy in the Gig Economy

Structural model analysis shows that Financial Literacy has a significant influence on Entrepreneurship Literacy in the context of the gig economy. This is indicated by the path coefficient (Original Sample, O) of 0.263 and the sample mean (M) of 0.269. The standard deviation (STDEV) of 0.051 shows relatively small inter-sample variation, indicating the consistency of this relationship. The T-statistic value of 5.171, which far exceeds the threshold of 1.96 for a 5% significance level, and the P-value of 0.000 support the conclusion that this effect is highly significant.

Substantively, these findings suggest that a high level of financial literacy among gig economy workers substantially improves their entrepreneurial literacy. Financial literacy includes a deep understanding of personal financial management, investment, budgeting and debt management. When gig economy workers have good financial knowledge and skills, they are better able to manage their financial resources effectively, which is an important foundation for starting and running a business venture.

In other words, good financial literacy gives gig economy workers the ability to make wise financial decisions, which in turn enhances their ability to understand and apply entrepreneurial concepts. Strong financial knowledge helps them in planning their business, evaluating investment opportunities, managing working capital, and minimizing financial risks.

In conclusion, there is a significant positive relationship between Financial Literacy and Entrepreneurship Literacy among gig economy workers. This finding suggests that improving financial literacy can effectively improve the entrepreneurial literacy of gig economy workers, which in turn can strengthen their ability to start and grow business ventures. The findings provide important insights for policymakers and organizations focused on empowering and improving the financial and entrepreneurial skills of gig economy workers through integrated education and training.

The Effect of Hedonic Motivation on Entrepreneurship Literacy in the Gig Economy

Structural model analysis shows that Hedonic Motivation does not have a significant influence on Entrepreneurship Literacy in the context of the gig economy. This is indicated by the path coefficient (Original Sample, O) of 0.082 and the sample mean value (M) of 0.079. The standard deviation (STDEV) of 0.058 indicates relatively small inter-sample variation, however the T-statistic value of 1.412, which is below the threshold of 1.96 for a 5% significance level, and the P-value of 0.159 indicate that this effect is not significant.

Substantively, these findings suggest that hedonic motivation, which refers to the personal pleasure or satisfaction derived from economic activity, does not directly influence entrepreneurial literacy among gig economy workers. While workers may engage in gig work because of the fun, freedom or convenience it offers, these motivations are not enough to improve their entrepreneurial understanding and skills.

Entrepreneurial literacy depends more on factors such as formal education, practical experience and access to relevant information resources. Hedonic Motivation may encourage people to engage in gig economy activities, but without structured learning and practical experience in entrepreneurship, this motivation is not enough to improve their entrepreneurial literacy.

In conclusion, although hedonic motivation may play a role in driving engagement in the gig economy, it is not a determining factor in improving entrepreneurial literacy. These findings suggest that entrepreneurial literacy improvement programs need to focus on education and training directly related to entrepreneurship rather than relying on personal motivations based on pleasure or satisfaction. This provides important insights for policymakers and organizations working to improve entrepreneurial skills among gig economy workers through a more structured approach that focuses on formal education and practical experience.

The Effect of Benefit Economic on Behavioral Intention Mediated by Entrepreneurship Literacy in the Gig Economy

Structural model analysis shows that Benefit Economic has a significant positive influence on Behavioral Intention, with mediation from Entrepreneurship Literacy, in the context of the gig economy. The results showed that the path coefficient between Benefit Economic and Entrepreneurship Literacy (O = 0.653) indicates a strong influence of economic benefits on the level of entrepreneurship literacy of respondents. This is supported by the significant T-statistic value (|O/STDEV| = 9.816, $p < 0.001$), indicating that this influence does not occur by chance. Entrepreneurship literacy also has a significant positive influence on Behavioral Intention (O = 0.903, |O/STDEV| = 39.612, $p < 0.001$), indicating that respondents who have a better understanding of entrepreneurship tend to have a higher intention to engage in entrepreneurial behavior.

Thus, this finding indicates that Entrepreneurship Literacy serves as an important mediator in the relationship between Economic Benefit and Behavioral Intention. This means that the economic benefits perceived by gig economy workers not only increase their intention to engage in entrepreneurial behavior directly, but also through increased entrepreneurial understanding and skills.

The practical implication of this finding is that to encourage entrepreneurial intention among gig economy workers, it is necessary to consider developing programs that not only increase the perception of economic benefits, but also increase their entrepreneurial literacy. This can be done through formal education and training approaches focused on developing entrepreneurial skills, as well as promoting a better understanding of the economic potential that can be gained from participating in the gig economy. In conclusion, this study makes an important contribution in understanding the factors that influence Behavioral Intention among gig economy workers, by highlighting the mediating role played by Entrepreneurship Literacy in the relationship between

economic benefits and entrepreneurial intention.

The Effect of Financial Literacy on Behavioral Intention Mediated by Entrepreneurship Literacy in the Gig Economy

Structural model analysis shows that Financial Literacy has a significant positive influence on Behavioral Intention, with the mediation of Entrepreneurship Literacy, in the context of the gig economy. The results show that the path coefficient between Financial Literacy and Entrepreneurship Literacy (O = 0.263) indicates a significant relationship between financial literacy and the level of entrepreneurial understanding of respondents. Although this coefficient is relatively lower compared to other variables, the significant T-statistic value (|O/STDEV| = 5.171, $p < 0.001$) indicates that this relationship has a real impact.

Furthermore, Entrepreneurship Literacy also mediates the relationship between Financial Literacy and Behavioral Intention (O = 0.238, |O/STDEV| = 5.413, $p < 0.001$). This suggests that a better understanding of financial aspects can enhance respondents' entrepreneurial understanding and skills, which in turn increases their intention to engage in entrepreneurial behavior.

This finding indicates that the importance of financial literacy not only directly affects entrepreneurial intention, but also through improving entrepreneurial literacy. A better understanding of finance can help individuals manage financial risks and optimize their spending and investments, which in turn can provide the confidence and knowledge needed to start and run a business in the gig economy.

The implication of this study is the need for better financial education among gig economy workers, which not only focuses on personal financial management, but also includes entrepreneurial aspects. This can be done through training programs and workshops designed to improve financial literacy as well as entrepreneurship, so as to help increase the intention and readiness for entrepreneurship in the digital economy era. In conclusion, this study contributes to understanding how financial literacy can influence entrepreneurial intention among gig economy workers, by highlighting the important role played by Entrepreneurship Literacy as a mediator between Financial Literacy and Behavioral Intention.

The Effect of Hedonic Motivation on Behavioral Intention Mediated by Entrepreneurship Literacy in the Gig Economy

This study investigates the influence of hedonic motivation on behavioral intention mediated by entrepreneurial literacy in the gig economy. The results of the structural model analysis show that Hedonic Motivation plays a significant role in determining Entrepreneurship Literacy, which in turn affects Behavioral Intention.

From the data obtained, it was found that Hedonic Motivation has a moderate path coefficient on Entrepreneurship Literacy (O = 0.082). Although this coefficient may seem low, the T-statistic value found (|O/STDEV| = 1.412, $p = 0.159$) indicates that the impact is not statistically significant. This indicates that hedonic motivations such as personal satisfaction or positive experiences gained from working in the gig economy do not directly increase entrepreneurial literacy.

Furthermore, when Entrepreneurship Literacy is used as a mediator between Hedonic Motivation

and Behavioral Intention, the findings show that this path is also not significant (O = 0.074, |O/STDEV| = 1.412, p = 0.159). This indicates that while hedonic motivation may influence entrepreneurial intention directly, it is not through increased entrepreneurial understanding or skills gained from entrepreneurial literacy.

Thus, the results of this study suggest that in the context of the gig economy, hedonic motivations may be more influential in individuals' decisions to engage in gig work, rather than supporting entrepreneurial intentions. This suggests that more personal or intrinsic motivational factors may be more dominant in influencing participation in the gig economy than entrepreneurship-related aspects.

Practically, these findings encourage considering marketing strategies and policy development that emphasize more on the experience and personal satisfaction for gig workers, while recognizing that to encourage entrepreneurial intentions, a more holistic approach in enhancing entrepreneurial literacy among them is needed.

Discussion

The discussion of the results leads to a deeper understanding of how certain variables influence behavioral intention and entrepreneurial literacy in the context of the gig economy. First of all, the finding that economic benefits have a significant positive effect on entrepreneurship literacy (O = 0.653, |O/STDEV| = 9.816, p = 0.000) indicates the importance of economic benefits as an incentive to improve entrepreneurship literacy among gig workers. This is consistent with the literature showing that economic incentives can be an important factor in motivating individuals to develop entrepreneurial skills and knowledge.

Furthermore, the results show that Entrepreneurship Literacy has a highly significant impact on Behavioral Intention (O = 0.903, |O/STDEV| = 39.612, p = 0.000). This confirms that the higher a person's entrepreneurship literacy level, the more likely they are to have the intention to engage in entrepreneurial behavior in the gig economy. This finding is in line with the theory that the knowledge and skills gained from entrepreneurial literacy can open up new opportunities and reduce uncertainty in making entrepreneurial decisions.

On the other hand, the effect of Financial Literacy on Entrepreneurship Literacy is also interesting to note, although it has a significantly lower impact (O = 0.263, |O/STDEV| = 5.171, p = 0.000). This indicates that financial knowledge can make a positive contribution to entrepreneurial understanding, although not as strong as the impact of economic benefits. However, it still provides empirical support that financial aspects also play an important role in supporting entrepreneurial literacy among gig workers.

Hedonic Motivation was not shown to have a significant direct effect on Entrepreneurship Literacy (O = 0.082, |O/STDEV| = 1.412, p = 0.159). These results suggest that hedonic motivations such as personal satisfaction or positive experiences in gig work do not significantly enhance entrepreneurial understanding. However, the mediating role of Entrepreneurship Literacy in the relationship between Hedonic Motivation and Behavioral Intention (O = 0.074, |O/STDEV| = 1.412, p = 0.159) suggests that although there is no significant direct effect, hedonic motivation can still influence entrepreneurial intention through improving entrepreneurship literacy.

Overall, these results provide important insights for practitioners and policy in understanding the factors that influence participation in the gig economy and entrepreneurial intentions within it. Entrepreneurial literacy development strategies and approaches that consider

economic motivations as well as financial aspects may be more effective in enhancing individuals' readiness to take on roles in this rapidly growing gig economy.

CONCLUSION

Based on the results of this research, it can be concluded that the variables studied, namely Economic Benefit, Entrepreneurship Literacy, Financial Literacy, and Hedonic Motivation, have an important role in the context of the gig economy. First, economic benefits were shown to significantly influence entrepreneurial literacy, indicating that economic incentives can be a powerful driver in increasing understanding of entrepreneurship among gig workers. Entrepreneurial literacy, secondly, itself has a very positive impact on entrepreneurial behavioral intentions, underscoring the importance of knowledge and skills in forming attitudes that support participation in the gig economy. Even though Financial Literacy, thirdly, has a lower impact than Economic Benefits on Entrepreneurship Literacy, these findings still show the important contribution of financial knowledge in supporting understanding of entrepreneurship. However, Hedonic Motivation, fourth, is not proven to have a significant direct influence on Entrepreneurship Literacy, although its influence can be mediated through entrepreneurial literacy in influencing entrepreneurial intentions. This research makes an important contribution in understanding the factors that influence entrepreneurial behavior and entrepreneurial literacy in the gig economy era. Practical implications include the importance of developing entrepreneurial literacy and approaches that consider economic motivations as well as financial knowledge to support broader participation in the gig economy. Further research can dig deeper into these dynamics to optimize economic and social potential amidst on going global change.

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