

The Impact of Gig Economy Workers' Job Engagement on Job Satisfaction: A Study Based on the Mediating Effect of Job Burnout

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Abstract. With the continuous development of information technology, the gig economy based on the Internet has gradually become a new type of work mode. Compared with the traditional full-time work mode, the gig economy has the characteristics of more flexibility and freedom, but also has some problems, such as lack of welfare protection and unstable income for employees. If we hope for the gig economy to have long-term and stable development, one of the key factors is to improve the Job Satisfaction of gig workers. Among the factors related to Job Satisfaction, gig workers' experience with their work and emotions towards the platform or organization play an important role. Based on this, this study used the JianShu intelligent survey platform to distribute questionnaires to gig workers in the delivery industry, ride-hailing industry, and other gig economy sectors nationwide, aiming to explore the relationship between job involvement, Job Burnout, and Job Satisfaction. The study found that job involvement and Job Satisfaction of gig workers are significantly positively correlated, while Job Burnout and Job Satisfaction are significantly negatively correlated. At the same time, Job Burnout plays a certain degree of mediating role between job involvement and Job Satisfaction, that is, job involvement affects Job Satisfaction by influencing Job Burnout.

Keywords: Gig Economy; Job Satisfaction; Job Burnout; Employee Engagement.

1. Introduction

With the penetration of information and digital technologies into people's production and daily life, the "gig economy" based on the Internet has gradually become a new form of employment. According to the China Gig Economy Industry Research Report, the size of China's gig economy market has exceeded 800 billion yuan in 2021. It is expected to reach nearly 2 trillion yuan by 2025. From the supply side, as of 2020, the number of Chinese gig workers has exceeded 80 million, among which the number of employed positions for food delivery riders, ride-hailing drivers, and couriers has exceeded 20 million. Therefore, the gig economy has become an indispensable part of China's economic development. However, along with its rapid development, the gig economy model faces various problems, such as a lack of clear norms and responsibilities for employers, as well as a lack of social security and opportunities for personal career development for gig workers. These issues have resulted in lower levels of work dedication and Job Satisfaction among gig workers, and even some have resorted to behavior that violates public order and undermines social and economic order. With the flourishing development of the gig economy and the social risks it brings, an increasing number of scholars have begun to conduct relevant research in this field. Currently, scholars' research mainly focuses on labor relations in the gig economy, the plight and countermeasures of digital laborers among gig workers, and the composition of the new economic form from a micro perspective. In the research field of human resource management and organizational behavior, scholars have conducted research on the compensation level and Job Satisfaction of gig workers. However, compared with their importance, the research on the path through which work dedication affects Job Satisfaction of gig workers via Job Burnout is not yet clear and sufficient. Therefore, this study will select gig workers as the research subjects, taking work dedication as the independent variable, Job Burnout as the mediating variable, and Job Satisfaction as the dependent variable, to explore the relationship between the three variables. Furthermore, we aim to explore new methods to improve gig workers' Job Satisfaction in the new

economic form. Through this study, we hope to enrich the research achievements in the field of the gig economy and promote the sustainable, standardized, and healthy development of China's gig economy.

2. Literature Review

2.1 Studies on Job Satisfaction

The concept first appeared in 1935 when Hoppock mentioned in his book that "Job Satisfaction" is the feeling of satisfaction that employees have in terms of both physical and psychological aspects of the work environment. Based on this viewpoint, Yao Yelin further developed the definition of Job Satisfaction based on Hoppock and Locke's work, stating that Job Satisfaction is a positive and optimistic attitude that employees possess towards their work, resulting from both physical and psychological fulfillment brought about by the job. Hoppock believed that factors influencing Job Satisfaction include leadership style, work environment, job monotony, and fatigue, and he tended to define dimensions of Job Satisfaction from a material perspective. With further research, the academic community has made more detailed distinctions in Job Satisfaction and gradually divided it into two categories: intrinsic and extrinsic. Intrinsic Job Satisfaction refers to employees' emotional factors related to the job itself, including a sense of accomplishment, responsibility, and personal promotion opportunities. Extrinsic Job Satisfaction refers to employees' perception and evaluation of the work environment outside of the job tasks, including organizational relationships, leadership styles, compensation, and work environment. As the distinction between intrinsic and extrinsic dimensions can more comprehensively reflect employees' cognitive and emotional levels of Job Satisfaction, this study adopts this dimension of classification.

2.2 Studies on Employee Engagement

Kahn was the first to propose the concept of "Employee Engagement", which refers to the state in which employees invest their emotions, cognition, and physiology into their work roles, enabling them to fully utilize their abilities and perform their jobs well. Building on previous views, Schauflei believes that Employee Engagement can be deconstructed into three dimensions: vigor, dedication, and absorption. Vigor refers to an employee's high level of energy and enthusiasm. Dedication refers to an employee's sense of purpose and willingness to take on challenging tasks. Absorption refers to an employee's complete immersion in their work and enjoyment of the work itself. Schauflei's perspective explores the definition of Employee Engagement from emotional, attitudinal, and behavioral aspects, and more comprehensively reflects the psychological state of individuals when they work. Therefore, this article adopts the view of this scholar. In terms of dimensionality and measurement, Hardadaker et al. believe that it mainly consists of affective engagement and rational engagement. Affective engagement refers to an individual's emphasis on work, while rational engagement refers to an individual's investment in work after a thorough understanding of it. Kahn and others believe that the main dimensions of Employee Engagement are cognition, behavior, and emotion. Zeng Hui believes that Employee Engagement can be divided into six dimensions: vigor, internalization of values, task centrality, sense of efficacy, positive support, and proactive participation. Due to the unique characteristics of gig workers, this study adopts Kahn's three-dimensional perspective for measurement.

2.3 Studies on Job Burnout

American psychologist Freudenberger believed that Job Burnout is the physical and psychological fatigue that occurs in workers after long-term, high-intensity work. As research progressed, Maslach defined Job Burnout as emotional exhaustion, depersonalization, and reduced personal accomplishment. He believed that emotional exhaustion was when employees became indifferent and no longer willing to invest more emotion in the organization; depersonalization

referred to negative attitudes towards people and things within the organization; and reduced personal accomplishment referred to a lack of interest in one's own work. Later, Maslach revised the definition of burnout to include not only psychological exhaustion, but also physical exhaustion. This study believes that Maslach's revised definition can more universally and comprehensively explain the psychological and physiological maladaptation that employees have towards their work itself, interpersonal relationships, and personal development. Therefore, this article chose this definition as the basis for studying Job Burnout. In terms of dimensionality and measurement, Maslach and Schaufeli, starting from the definition of Job Burnout, divided Job Burnout into three dimensions: emotional exhaustion, cynicism, and reduced personal accomplishment. Emotional exhaustion refers to the physical and mental exhaustion brought about by work; cynicism refers to employees losing their passion for work tasks; and reduced personal accomplishment refers to employees lacking a sense of achievement. Subsequently, Kristensen believed that Job Burnout can be divided into personal exhaustion, work-related burnout, and client-related burnout. This division removed the reduced personal accomplishment dimension from Maslach and Schaufeli's dimensional division and added client-related burnout, which refers to the degree of physical and mental exhaustion that individuals perceive as being related to working with clients. Based on the fact that the research population of this article is freelance workers, and the relationship between freelancers and clients is a one-way payment relationship that is difficult to distinguish between work-related burnout and client-related burnout in terms of dimensions, this study adopts Maslach and Schaufeli's set of dimensions and measurement.

2.4 Research on the relationship between variables

2.4.1 The relationship between Job Burnout and Job Satisfaction

Some studies suggest that employees with lower Job Satisfaction tend to experience higher levels of Job Burnout. Other studies have found that the higher the level of Job Burnout, the lower the Job Satisfaction. Kantas' empirical research shows a significant negative correlation between passive-aggressive behavior, emotional exhaustion and Job Satisfaction, and a significant positive correlation between professional efficacy and Job Satisfaction. Based on this, Shanafelt and others found in their study of American surgeons that Job Burnout was the biggest predictor of Job Satisfaction. Jiang and others explored the relationship between Job Satisfaction and burnout among bank employees, and their findings were consistent with Kantas' conclusions, namely that the lower the mood and the higher the passive-aggressive behavior, the lower the Job Satisfaction. In the study of Job Satisfaction among healthcare workers, Li Yongxin and others supported the view that Job Burnout leads to lower Job Satisfaction through empirical analysis. Based on the similarities between the research subjects and healthcare workers with high workloads, this article supports this view.

2.4.2 The Relationship between Employee Engagement and Job Satisfaction

Harter et al. found that Job Satisfaction is an attitude-oriented outcome variable, while Employee Engagement is a behavior-oriented variable that stimulates outcomes. Employee Engagement can drive and influence an individual's Job Satisfaction. Guo et al. analyzed the antecedents and outcome variables of Employee Engagement and found a significant positive correlation between Employee Engagement and Job Satisfaction. Specifically, higher Employee Engagement was associated with greater enthusiasm and emotional investment in work, resulting in higher Job Satisfaction. The study had a high safety coefficient and stable results.

2.4.3 The Relationship Among Employee Engagement, Job Burnout, and Job Satisfaction

Maslach and colleagues have broadened the research perspective on Job Burnout, that is, they have included contextual factors in the analysis of individual Job Burnout, rather than solely considering the influence of individual factors on Job Burnout. Based on this, they proposed the "person-job" matching model, which suggests that the degree of match between an individual and their job determines their emotional and affective states. The degree of match between an individual

and their work situation forms the opposite relationship between employee dedication and Job Burnout, meaning the less match there is between an individual and the organizational context, the higher the Job Burnout. On the other hand, the more match there is between an individual and the organizational context, the higher the level of employee dedication. Building on this, Schaufeli and colleagues proposed a correlation between employee dedication and Job Burnout, such that individuals with higher levels of dedication experience lower levels of negative attitudes and exhaustion in their work. Based on the correlation between Job Burnout and Job Satisfaction and the correlation between employee dedication and Job Burnout, this study argues that gig economy workers are willing to invest more energy into their work when they are immersed in their work roles. As they invest more energy, they develop emotional attachment to the organization which helps to eliminate negative emotions associated with Job Burnout such as physical and mental exhaustion, thereby affecting individual Job Satisfaction. Therefore, this study proposes that Job Burnout can serve as a mediating variable to explore the relationship between employee dedication and Job Satisfaction.

Hypothesis 1: There is a positive correlation between Employee Engagement and Job Satisfaction of gig economy workers.

Hypothesis 2: There is a negative correlation between Job Burnout and Job Satisfaction of gig economy workers.

Hypothesis 3: There is a negative correlation between Employee Engagement and Job Burnout of gig economy workers.

Hypothesis 4: Job Burnout plays a mediating role in the relationship between Employee Engagement and Job Satisfaction of gig economy workers.

3. Research Methodology

3.1 Research Framework

In order to better elucidate the characteristics and effects of Employee Engagement among gig workers, this study intends to analyze the relationship between Employee Engagement and Job Satisfaction among gig workers, while controlling for confounding factors. Specifically, this study aims to examine the mediating role of Job Burnout in the relationship between Employee Engagement and Job Satisfaction. The research framework of this study is illustrated in Figure 1. In addition, the control variables in this study include gender, age, marital status, years of work experience, and highest education level.

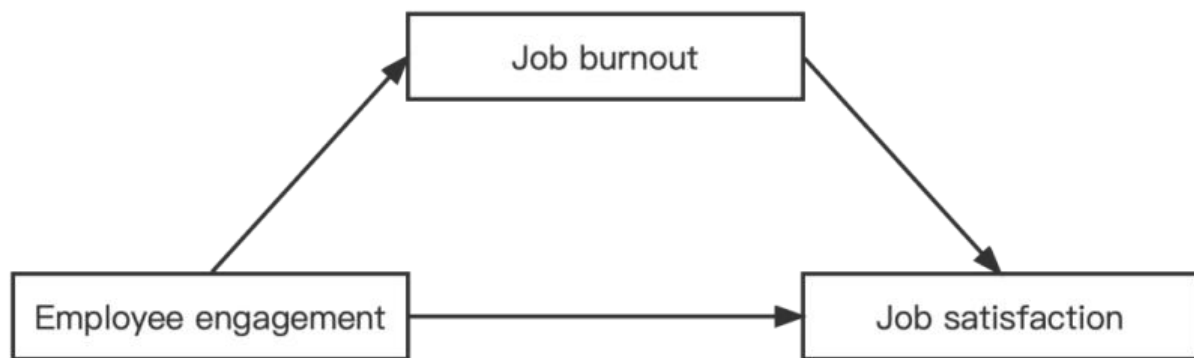


Figure 1 Research Framework

3.2 Sample Sampling

In this study, a total of 300 questionnaires were distributed accurately nationwide to gig economy workers such as food delivery riders and ride-hailing drivers through the Credamo intelligent survey platform. 292 questionnaires were collected, invalid questionnaires were screened out, and finally, 200 valid questionnaires were obtained. Among them, there were 110 men (55%) and 90 women (45%), 161 married (80.5%) and 39 unmarried (19.5%), 1 person aged 0-20 (0.5%), 71 people aged 21-30 (35.5%), 92 people aged 31-40 (46%), 34 people aged 41-50 (17%), and 2 people aged 51-60 (1%). For work experience, there was 1 person with less than 1 year of experience (0.5%), 25 people with 1-2 years of experience (12.5%), 30 people with 3-4 years of experience (15%), 39 people with 5-6 years of experience (19.5%), 40 people with 7-8 years of experience (20%), and 65 people with more than 9 years of experience (32.5%). Regarding education level, there were 8 people with junior high school education (4%), 43 people with high school/vocational school/technical school/professional high school education (21.5%), 61 people with associate's degree education (30.5%), 86 people with bachelor's degree education (43%), and 2 people with master's degree or above education (1%). From the above data, it can be seen that the respondents generally conform to the normal demographic characteristics and the characteristics of gig economy workers, so the sample has good representativeness.

3.3 Research Variables and Measurement Methods

Based on the literature and research hypotheses, this study formed the final variables and questionnaire survey. Among them, Job Burnout of gig economy workers is the mediating variable, Employee Engagement is the independent variable, and Job Satisfaction is the dependent variable. This study used a questionnaire survey method to collect data through internet big data platforms. The research model and hypotheses were tested through data statistics and analysis. Due to the broad and abstract dimensions of the model design, it cannot be directly measured, so it needs to be operationalized. Based on literature review, this study transformed the research variables into specific ones and used the Likert scale to form the final questions. The questionnaire mainly includes demographic questions about gig economy workers' gender, age, marital status, and years of work experience, as well as measurement questions about Job Burnout, Employee Engagement, and Job Satisfaction.

3.3.1 Job Satisfaction

This study defines Job Satisfaction as a work attitude that brings satisfaction to the physical and mental well-being of gig economy workers. It consists of five components: satisfaction with the work itself, satisfaction with superiors, satisfaction with colleagues, satisfaction with promotion opportunities, and satisfaction with remuneration.

3.3.2 Job Burnout

This study defines Job Burnout as a psychological and physical maladjustment that gig economy workers experience in their work, interpersonal relationships, and personal development. It consists of three components: cynicism, emotional exhaustion, and low personal accomplishment. Cynicism is defined as the loss of enthusiasm for work, and a detached attitude towards people and things in the workplace. Emotional exhaustion is defined as the physical and mental fatigue experienced by gig economy workers during work, resulting in a state of emotional exhaustion. Low personal accomplishment is defined as gig economy workers' evaluation of the value and achievement of their work, and the self-efficacy gained from their work.

3.3.3 Employee Engagement

This study defines Employee Engagement as the perception of the value of work and the state of wholehearted engagement in work by gig economy workers. It consists of three components: cognitive engagement, emotional engagement, and behavioral engagement. Cognitive engagement is defined as the ability of gig economy workers to recognize their work role and organizational role. Emotional engagement is defined as the emotional investment of gig economy workers in their work role. Behavioral engagement is defined as the effort expended by gig economy workers in their work role.

3.4 Statistical analysis methods

In this study, SPSS 26.0 was used to conduct tests for reliability and validity, multiple regression analysis, and mediation effect analysis on the data obtained from the survey.

4. Data Analysis

4.1 Reliability and validity testing

Reliability analysis is a tool used to test the reliability and consistency of collected data. In data analysis, internal consistency is usually used to indicate the reliability of collected data. In this study, SPSS was used to perform Cronbach's alpha reliability coefficient and split-half reliability analysis on the variables of Employee Engagement, Job Burnout, and Job Satisfaction among gig economy workers. The reliabilities of the three variables were 0.898, 0.909, and 0.935, respectively, and the overall reliability coefficient of the scales was greater than 0.8, indicating high questionnaire reliability and trustworthy data suitable for further analysis.

Validity refers to the effectiveness of data, which generally refers to whether measurement tools, such as questionnaires, can accurately measure the degree of the measured phenomenon. In this study, the adaptability of the variables was tested using factor analysis in SPSS. The KMO value of the scale data was $0.945 > 0.6$, and the Bartlett's test of sphericity with a significance level of 0.005 was passed ($P < 0.05$), indicating a strong correlation among the variables. Therefore, the survey data can be processed using factor analysis. By using factor analysis to process the questionnaire items, the extraction loadings of the principal component factors of all measurement items were greater than 0.7, indicating good validity of the three variable scales.

4.2 Regression analysis

A multiple linear regression model was constructed with Job Satisfaction of gig economy workers as the dependent variable to analyze the impact of employee dedication and Job Burnout on the Job Satisfaction of gig economy workers, and demographic factors, Job Satisfaction, Job Burnout, and employee dedication were successively included. The results of the model are shown in Table 1

Model 1 included demographic factors, which showed that age, work experience, and education had little effect on Job Satisfaction of gig economy workers, and all demographic factors passed the

5% significance test. Model 2 included Job Burnout of gig economy workers as an explanatory variable and demographic factors as control variables. According to the results in Table 1, Job Burnout as an explanatory variable passed the 1% significance test and the regression coefficient was negative, indicating that Job Burnout has a significant negative effect on the Job Satisfaction of gig economy workers, which supports hypothesis H2. Model 3 included employee dedication of gig economy workers as an explanatory variable and demographic factors as control variables. According to the results in Table 1, employee dedication passed the 1% significance test and the regression coefficient was positive, further proving that employee dedication of gig economy workers has a positive effect on Job Satisfaction, which supports hypothesis H1. Model 4 included Job Burnout and employee dedication of gig economy workers as explanatory variables and demographic factors as control variables. Both Job Burnout and employee dedication passed the 1% significance test. The regression coefficient between Job Burnout and Job Satisfaction was negative, while the regression coefficient between employee dedication and Job Satisfaction was positive, once again proving that Job Burnout has a significant negative effect on Job Satisfaction, and employee dedication has a significant positive effect on Job Satisfaction.

Table 1 Model Results

Variable	Model 1 Job Satisfaction	Model 2 Job Satisfaction	Model 3 Job Satisfaction	Model 4 Job Satisfaction
Age	-0.138	-0.129**	-0.154***	-0.142***
Work Experience	0.096	0.054*	0.050	0.049*
Education	0.021	0.013	-0.007	0.001
Job Bburnout		-0.797***		-0.401***
Employee Engagement			0.936***	0.532***
R2	0.033	0.761	0.775	0.821
Adjusted R2	0.018	0.756	0.771	0.817

4.3 Mediation Effect Test

Table 2 presents the results of the mediation effect test of the impact of Job Burnout on Job Satisfaction through Employee Engagement among gig economy workers. According to Model 2, Employee Engagement has a significant negative effect on Job Burnout, supporting Hypothesis 3. Based on the mediation effect test procedure, we found that the coefficient of Employee Engagement in Model 1 is 0.933, which is significant at the 1% level. Similarly, the coefficient of Employee Engagement in Model 2 is -1.003, which is also significant at the 1% level. Moreover, the coefficient of Job Burnout in Model 3 is -0.411, which is significant at the 1% level, and the coefficient of Employee Engagement in Model 3 is 0.521, which is smaller than the coefficient of Employee Engagement in Model 1. Using the stepwise regression method, we can demonstrate that Job Burnout plays a partial mediating role in the relationship between Employee Engagement and Job Satisfaction among gig economy workers, and the proportion of the mediation effect in the total effect is 44.13%, supporting Hypothesis 4.

Table 2 Mediation Effect Test Results

Variable	Model 1 Job Satisfaction	Model Job Burnout	Model 3 Job Satisfaction
Employee Engagement	0.933***	-1.003***	0.521***
Job Burnout			-0.411***
Control Variables	Control	Control	Control
R2	0.754	0.751	0.802
Adjusted R2	0.753	0.750	0.800

Based on the above data analysis, this study has verified all the research hypotheses, and the verification results are shown in Table2.

5. Discussion

5.1 The influence of work engagement on job burnout among gig economy workers

There is a significant negative correlation between work engagement and job burnout among gig economy workers. This finding is consistent with previous studies by Maslach and others that have found a negative relationship between employee work engagement and job burnout. The present study provides further support for this conclusion, suggesting that work engagement is an effective predictor of job burnout. As for how low work engagement affects the transmission path of high job burnout, this study suggests that employees will first experience a series of negative emotions, such as irritability, depression, and anxiety. These negative emotions can affect an individual's physical and mental health, which is manifested in behavior by low job involvement and low self-efficacy in cognition. In the long term, these negative emotions will continue to erode an individual's emotional attachment to the organization. If the situation cannot be improved and the individual is in a prolonged state of emotional depression, it can lead to emotional exhaustion, make the individual flee from organizational roles, continuously reduce their self-efficacy, and eventually lead to a sense of cynicism and low job achievement. When job burnout reaches a certain threshold, individuals will begin to contemplate leaving their jobs, which is detrimental not only to the individual but also to the organization. When gig economy workers are provided with meaningful work, their self-efficacy will be improved as they complete tasks, resulting in positive emotional value. At this point, the positive emotional value becomes an important factor in influencing work engagement, and this influence path also becomes part of the transmission path from high work engagement to low job burnout.

5.2 The impact of employee engagement on job satisfaction of gig economy workers

There is a significant positive correlation between employee engagement and job satisfaction among gig economy workers. Guo Wencheng et al. found through their meta-analysis of employee engagement that individual-level employee engagement can improve job satisfaction, which is confirmed in this study. Additionally, the study's results support the conclusion by Saks that "employee engagement is significantly related to job satisfaction". According to the self-determination theory proposed by Deci et al., all individuals have three basic psychological needs: a sense of belonging, competence, and autonomy. The social environment can enhance an individual's motivation by satisfying these three psychological needs, enabling them to enjoy their social environment. This study argues that gig economy workers have characteristics of high autonomy, pay-per-task, and providing short-term services to customers, and their work environment can partially satisfy their need for autonomy. The need for a sense of belonging can be satisfied through the path of employee engagement's effect on job satisfaction, i.e., employee engagement is an individual's psychological state of commitment to the organization. When gig economy workers have higher employee engagement, their emotional investment in their work will be more positive, and their job satisfaction, loyalty to the organization, and sense of belonging will also be higher. The probability of an individual engaging in counterproductive behavior will also be lower. Therefore, the conclusion of this study also supports the self-determination theory.

5.3 The impact of job burnout on job satisfaction among gig economy workers

There is a significant negative correlation between job burnout and job satisfaction among gig economy workers. Job satisfaction refers to an individual's positive attitude towards their work, and individuals with high job satisfaction tend to experience higher levels of physiological and psychological well-being. This study indicates that gig economy workers with more emotional exhaustion and a more negative attitude towards work tend to have lower job satisfaction. Conversely, those who feel a greater sense of achievement from their work tend to have higher job

satisfaction. Regarding the relationship between job burnout and job satisfaction, some scholars believe that job burnout leads to lower job satisfaction, while others argue that low job satisfaction leads to the emergence of job burnout. However, the exact causal relationship between the two is still not clear. This study supports the notion that job burnout leads to lower job satisfaction.

5.4 The mediating role of job burnout in the relationship between work engagement and job satisfaction among gig economy workers

Job burnout plays a partial bridging role in the relationship between work engagement and job satisfaction among gig economy workers. When individuals are immersed in their organizational roles, they first demonstrate their commitment to the organization's work tasks and are willing to allocate their energy to their organizational roles. As individuals invest their energy in the organization, when they reach a certain threshold, this energy investment will transform into emotional investment in the organization. Gig economy workers aspire to realize their self-worth through their work, and their behavioral and emotional investment in the organization and work serves as a positive and internal driving force that weakens the sense of burnout resulting from long-term repetitive work. When negative factors are eliminated, individuals will maintain a positive work state and increase their psychological capital. In this process, the more behavioral and emotional investment they make, the higher their job satisfaction will be.

5.5 suggestions

To create a healthy organizational environment and provide adequate work resources for gig economy workers. Based on the resource conservation theory, the work burnout model suggests that factors such as work stress, poor working environment, and poor interpersonal relationships can lead to "emotional exhaustion" in individuals. When gig economy workers are unable to complete their work due to inadequate work resources or working environment, their self-protective mechanisms will be triggered, resulting in some aggressive and irrational behavior, which can gradually lead to "low achievement." Therefore, organizations should not only set reasonable performance goals for gig economy workers and reduce their workload appropriately, but also create a healthy organizational environment and provide sufficient resources needed for their work.

To improve the organizational incentive mechanism and enhance the work engagement of gig economy workers. The two-factor theory suggests that hygiene factors can only eliminate employees' dissatisfaction and maintain their existing work efficiency, but cannot motivate individuals to generate more positive behaviors that organizations expect. For gig economy workers, incentives should not be simply based on wages and benefits, but should be designed based on the direction of "respect", "performance", "development" and "promotion". Emotional work engagement is the deepest expression of an individual's work engagement in the organization. Only incentive factors can make an individual's emotional work engagement in the organization more stable and solid, thereby effectively improving job satisfaction in the long term. Specifically, it is necessary to create a social atmosphere of "equal respect for all professions", so that gig economy workers can feel respected. The organization should actively establish a reasonable performance evaluation mechanism and evaluation system. Gig economy workers should develop a correct work attitude and handle difficulties encountered in work with a positive and optimistic mindset. They should maintain good communication with colleagues and supervisors, and continuously grow in their work.

To enhance the self-efficacy of gig economy workers through successful experience and alternative learning. The theory of self-efficacy suggests that confidence is based on success. By observing the success and failure experiences of others, people can constantly experience success and improve their self-efficacy. Organizations should first establish a training system for gig economy workers to increase their chances of success, rather than letting individuals blindly engage in specific work. Secondly, organizations should build an enterprise recognition system and carry out alternative learning activities, so that gig economy workers can gain "proficient" experiences

through daily observation, thus achieving the goal of improving self-efficacy and relieving job burnout, ultimately leading to an increase in job satisfaction.

6. Conclusion and Prospects

In conclusion, this study found a significant positive correlation between the employee engagement and job satisfaction of gig economy workers, while there was a significant negative correlation between job burnout and job satisfaction. Job burnout played a partial mediating role between employee engagement and job satisfaction, meaning that employee engagement affects job satisfaction through its impact on job burnout. However, this study has certain limitations since the sample data was only obtained from the Credamo platform, which may result in some homogeneity issues. Future research can reduce errors by subdividing gig economy workers by industry and increasing the sample size. Additionally, this study did not further subdivide variables or conduct structural equation analysis, so future research can explore the relationship between work dedication and job satisfaction of gig economy workers from different perspectives by including more variables and examining their underlying mechanisms.

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