

JOB SATISFACTION IN THE GIG ECONOMY: THE ROLE OF GENDER AMONG GEN Z WORKERS IN PURWOKERTO

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Abstract

The rapid development of digital technology has prompted Generation Z to adapt to new work patterns, particularly through the gig economy, which offers flexibility in time and location. However, alongside these opportunities, challenges arise related to job satisfaction, including high workloads, salary uncertainty, and leisure imbalances. This study aims to analyze the influence of salary, workload, leisure time, and gender on job satisfaction among Generation Z participating in the gig economy in Purwokerto. The research sample consisted of 100 Gen Z respondents working in the gig economy sector, selected using an accidental sampling technique in accordance with the Slovin formula. Data were analyzed using multiple linear regression, following a classical assumption test to ensure the validity of the model. The results indicated that salary and leisure time have a significant positive effect on job satisfaction, while workload has a significant negative effect. Additionally, men tend to report greater job satisfaction than women among Generation Z in the gig economy. These findings highlight the importance for companies and policymakers to focus on welfare, flexibility, and worker protection within the gig economy ecosystem to optimally maintain the productivity and retention of the Gen Z workforce. The implications of this research are intended to serve as a reference for designing human resource management strategies that adapt to the needs of the younger generation in the digital era.

Keywords: gender, gig economy, leisure time, salary, workload, z generation

INTRODUCTION

Generation Z, recognized as digital natives, is a generation that has grown up alongside the rapid advancement of digital technologies, including the internet, social media, and digital devices (Ekasani & Kuswinarno, 2024; Fauziyah et al., 2025). They are well-versed in technology, able to adapt quickly to digital changes, and possess an innovative and creative mindset when completing work (Ekasani & Kuswinarno, 2024). These characteristics lead Gen Z to prefer open, collaborative, and technology-based working methods that allow them to access information and complete tasks efficiently from various locations and at different times. Their mastery of technology also encourages them to propose innovative ways to utilize technology in the workplace while expanding their social networks both online and offline (Ekasani & Kuswinarno, 2024).

In addition to the digital aspect, Gen Z places a strong emphasis on work-life balance and flexibility in the workplace (Al-Atikho & Bhakti, 2024; Anhar et al., 2025; Sakitri, 2021). They expect a work environment that offers flexibility in managing working hours and locations, such as the "work from anywhere" concept, to achieve a balance between personal and professional life. This flexibility, along with company support for work-life balance, can enhance productivity, reduce stress, and improve the mental and physical well-being of Gen Z (Al-Atikho & Bhakti, 2024; Sakitri, 2021). This

expectation of flexibility is driven by Gen Z's desire for meaning and satisfaction in their work. As a result, they prefer organizations that offer a work environment supporting work-life balance and personal growth (Rachman & Satwika, 2024; Sakitri, 2021).

The issue of job satisfaction is especially relevant to Gen Z regarding workforce productivity and retention. High levels of job satisfaction have been shown to enhance their motivation, performance, and loyalty to the company. Implementing a total reward system that emphasizes not only monetary incentives but also self-development and recognition of contributions serves as an effective means to boost Gen Z's work productivity (Ahmad, 2023). Additionally, job satisfaction increases the likelihood that Gen Z will remain with the company, thereby reducing turnover and absenteeism rates (Mahardika et al., 2022). Companies that meet Gen Z's expectations for job satisfaction will experience increased productivity and workforce stability, positively impacting overall organizational performance (Ahmad, 2023; Mahardika et al., 2022).

Economic growth in Purwokerto shows positive dynamics, driven by various sectors, particularly services, MSMEs, and local startups. Although the economy of Banyumas, including Purwokerto, experienced a slowdown in growth compared to the previous year, the construction and accommodation sectors still recorded significant gains, contributing to the city's economic activity. MSMEs in Purwokerto are rapidly expanding as the backbone of the local economy, bolstered by government programs and economic stimulus that promote increased production and distribution of local products. Additionally, the rise of local startups utilizing digital technology is strengthening the creative economy ecosystem in Purwokerto, creating new job opportunities and business innovations that are responsive to the needs of modern markets (Handayani & Soeparan, 2022; Sumarwoto, 2025).

Gen Z workers who have transitioned to informal jobs and the gig economy in Purwokerto face challenges related to low job satisfaction, stemming from high workloads and job insecurity. While the gig economy offers flexibility in terms of working hours and location—qualities that appeal to Gen Z, this flexibility also results in salary uncertainty and an increased risk of work-related stress (Keban et al., 2021). While flexibility in the gig economy can enhance motivation and performance, long work hours and job insecurity lead to decreased productivity and higher turnover intentions. Low job satisfaction stemming from heavy workloads and a lack of social protection makes Generation Z in this sector vulnerable to economic and psychological instability. Therefore, companies and policymakers must create a more decent and supportive work environment to maintain the productivity and retention of the Generation Z workforce (Keban et al., 2021; Sumule et al., 2025).

The study aims to analyze how salary, workload, leisure time, and gender influence the job satisfaction of Generation Z workers in the gig economy. While the number of Gen Z workers continues to grow, many of them face exploitation through excessive workloads and imbalanced salary. Some internships and jobs impose high workloads on Gen Z workers while offering disproportionately low salaries, reflecting economic and social exploitation of this young generation. This situation negatively impacts Gen Z's job satisfaction, leading many to express dissatisfaction and demand improved working conditions and better retention strategies.

There have been few studies focusing on Generation Z, particularly regarding labor trends in the gig economy. Additionally, the characteristics of Gen Z workers vary significantly, making them a novel variable for research. Not all women can perform the same tasks as men, and vice versa, suggesting that gender may also affect job satisfaction among Gen Z in the gig economy.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Gig Economy

The gig economy describes the shift in the labor market from traditional employment models to temporary, flexible, and project-based work systems, typically facilitated by digital platforms. According to Wood et al., (2018), The gig economy is a labor market characterized by temporary,

project-based, or freelance work, where workers are compensated per task or project rather than receiving a fixed salary. This system allows for greater flexibility in determining working hours. De Stefano, (2015) also describes the gig economy as casual, piecework-by-project, and short-term contracts organized through digital platforms, thus differentiating itself from traditional jobs that tend to be stable and long-term. Friedman, (2014) theory asserts that the gig economy represents a relationship between capital and labor, facilitated by digital programs or applications that connect labor supply directly with consumer demand.

The gig economy is viewed as a component of the digital economic transformation, fostering the development of new work ecosystems beyond traditional employment structures. Izza et al., (2024) mentioned that the gig economy in Indonesia has led to the emergence of two main types of workers: location-based, such as online motorcycle taxi drivers, and remote-based, such as digital freelancers. The gig economy contributes to employment, creates new jobs, and boosts the national Gross Domestic Product (GDP). Additionally, it enables individuals to earn supplementary or primary salary without relying solely on conventional employment, which in turn increases labor force participation, enhances purchasing power, and fosters innovation and national labor productivity.

Informal Sector Workers

Employment in the informal sector refers to economic activities conducted outside government regulation and legal protection. This typically involves small businesses, freelancers, or self-employed individuals who do not have formal contracts. According to Todaro & Smith, (2015), the informal sector is characterized by small-scale, unorganized, and unregistered businesses that offer flexible working hours and locations. It plays a crucial role in providing employment, particularly for individuals with low education or limited access to the formal sector. Additionally, this sector is often the preferred option for those looking to create their own jobs with limited capital and work experience as their primary resources (Kamelia & Nugraha, 2021). The informal sector makes a significant contribution to the national economy, particularly in job creation and poverty reduction. It serves as a social safety net, providing livelihoods for millions of individuals who are not served by the formal labor market (Kamelia & Nugraha, 2021). However, workers in this sector often experience salary insecurity, a lack of social security, and limited access to finance and technology (Harahap, 2016). Nevertheless, the informal sector continues to be a crucial pillar of Indonesia's economic structure, particularly during times of economic fluctuations and limited formal employment opportunities.

The Effect of Salary on Job Satisfaction

Salary is one of the key factors that has a strong relationship with an individual's job satisfaction (Aida & Bahare, 2021). An adequate salary provides financial security and enhances employee motivation and loyalty to the organization. The higher the salary received, the greater the tendency for job satisfaction to increase. Salary is often positioned as an approach to motivate employee behavior, which is why organizations must ensure employee satisfaction with the compensation they provide (Salleh & Memon, 2015). Based on a study by Susilowati & Fadli, (2024) it is explained that salary can encourage job satisfaction in employees. Therefore, the research hypothesis proposed is as follows:

H₁: Salary has a positive effect on job satisfaction

The Effect of Workload on Job Satisfaction

Workload has an important effect on the level of employee job satisfaction. A high workload can disrupt the balance between employees' professional and personal lives, potentially affecting their job satisfaction in a negative way (Haryati et al., 2023). Workload refers to the responsibilities

an employee must complete within a specified time frame. Job satisfaction can be influenced by how employees perceive their workload. Based on a study by Kadek et al., (2025), the results show that workload has a negative effect on job satisfaction. This means that the higher the workload assigned to employees, this will cause a decrease in employee satisfaction in working. Therefore, the following hypothesis is proposed:

H₂: Workload has a negative effect on job satisfaction

The Effect of Leisure Time on Job Satisfaction

Leisure is defined and measured in a variety of ways. In this study, leisure refers to the time when an individual can focus on enjoying leisure without having to work or take care of the family responsibilities. Leisure is considered an instinctive expectation. People who seek to maintain a balance between their work and their home life can relieve their pressure during their leisure time (Kao, 2025). According to Kao, (2025) having more leisure time helps reduce work-life conflict. Furthermore, leisure time has a positive effect on job satisfaction, as it allows employees to recover from work stress and maintain a better psychological well-being. Therefore, the hypothesis that can be proposed is:

H₃: Leisure time has a positive effect on job satisfaction

RESEARCH METHODS

Research using a quantitative approach aims to systematically test the relationships between variables through numerical data and statistical analysis. The research sample was determined using accidental sampling with Slovin's formula, resulting in a sample of 100 members of Generation Z who work in the gig economy trend in Purwokerto. The chosen data analysis technique was multiple linear regression. This quantitative research aims to measure and analyze the simultaneous influence of several independent variables on one dependent variable. In this analysis, a regression equation is formed to predict the value of the dependent variable based on the values of the independent variables, as well as to determine the direction and magnitude of the influence of each independent variable, both partially and simultaneously. The independent variables in this study include salary, workload, leisure time, and gender, while the dependent variable is Generation Z's job satisfaction within the gig economy trend. The equations derived from the multiple linear regression are as follows:

$$JS = \alpha + \beta_1 S_1 + \beta_2 WL_2 + \beta_3 LT_3 + \beta_4 G_4 + e$$

Information:

JS : Job Satisfaction

α : Constant

$\beta_1 \dots \beta_4$: Coefficient of Regression

S : Salary

WL : Workload

LT : Leisure Time

G : Gender

e : Error term

Before conducting regression tests, researchers must perform classical assumption tests, including tests for normality, multicollinearity, heteroscedasticity, and autocorrelation. These tests ensure that the data meets the requirements for valid multiple linear regression analysis, allowing it to be used as reliable research results. Conducting these classical assumption tests is crucial for obtaining unbiased regression results, which are essential for testing hypotheses and making accurate predictions. Once the classical assumptions are satisfied, the regression tests can reveal the

magnitude and significance of the independent variable's effect on the dependent variable, both partially (using the t-test) and simultaneously (using the F-test). Finally, the Coefficient of Determination (R^2) test is performed to determine the extent to which the independent variable explains its effect on the dependent variable.

RESULTS AND DISCUSSION

Generation Z in Purwokerto is increasingly choosing to enter the gig economy as an alternative job option that offers flexibility in both time and location. This trend is largely due to Gen Z's familiarity with digital technology and multitasking abilities, leading to a high demand for freelance roles such as graphic design, content creation, application development, and other project-based jobs. The gig economy enables them to set their own work schedules and manage multiple projects simultaneously, often allowing them to earn a salary that can exceed that of traditional office workers. However, this flexibility also requires strong time management skills and introduces salary uncertainty, posing challenges for Gen Z in Purwokerto.

In Purwokerto, the gig economy not only provides flexible work options but also impacts the performance and productivity of Generation Z. Factors such as effective time management, variable salary, and other influences are believed to affect gig economy workers' job satisfaction among this demographic. This study analyzes the effects of salary, workload, leisure time, and gender on job satisfaction within the gig economy. Prior to the analysis, classical assumption testing was performed, including normality, multicollinearity, and heteroscedasticity tests.

Skewness and kurtosis tests for normality					
Variable	Obs	Pr(skewness)	Pr(kurtosis)	Joint test	
				Adj chi2(2)	Prob>chi2
resid	100	0.1557	0.2399	3.49	0.1745

Shapiro-Wilk W test for normal data					
Variable	Obs	W	V	z	Prob>z
resid	100	0.98357	1.356	0.676	0.24949

Figure 1. Normality Test

The results of the normality test, conducted using the skewness and kurtosis method, show that Prob (skewness) is 0.1557 and Prob (kurtosis) is 0.2399. Both values exceed the critical threshold of 0.05, indicating that the data is normally distributed. Additionally, the Shapiro-Wilk test supports these findings, with a Prob>z value of 0.24949. Therefore, it can be concluded that the data used in the study is normally distributed and passes the normality test.

Variable	VIF	1/VIF
LT	1.10	0.905964
W1	1.08	0.925683
G	1.04	0.964864
S	1.00	0.995753
Mean VIF	1.06	

Figure 2. Multicollinearity Test

The multicollinearity test indicates that the VIF values for the salary, workload, leisure time, and gender variables range from 1.00 to 1.10, with an average (Mean VIF) of 1.06. These values are well below 10 and even below 5 suggesting that there is no multicollinearity problem among the independent variables in the regression model. In other words, each independent variable does not

exhibit a strong correlation with the others, allowing for proper interpretation of the regression model without bias from multicollinearity.

White's test
 H0: Homoskedasticity
 Ha: Unrestricted heteroskedasticity

chi2(13) = 7.51
 Prob > chi2 = 0.8738

Cameron & Trivedi's decomposition of IM-test

Source	chi2	df	p
Heteroskedasticity	7.51	13	0.8738
Skewness	5.08	4	0.2789
Kurtosis	1.17	1	0.2787
Total	13.77	18	0.7441

Figure 3. Heteroscedasticity Test

Based on the heteroscedasticity test using the White test method, the chi-squared value is 7.51 with 13 degrees of freedom. This results in a probability value (p-value) of 0.8738. Since the p-value is greater than 0.05, the model does not exhibit symptoms of heteroscedasticity. Additionally, according to Cameron & Trivedi's Decomposition of IM-test, the results for heteroscedasticity, skewness, and kurtosis all show p-values greater than 0.05. The overall p-value for all components is 0.7441, further indicating the absence of heteroscedasticity problems. Therefore, the tested model passes the heteroscedasticity test.

After verifying the classical assumptions, the effects of salary, workload, leisure time, and gender on job satisfaction among Generation Z in the gig economy trend were analyzed. The following are the results of the multiple linear regression analysis.

Source	SS	df	MS	Number of obs	=	100
Model	487.575158	4	121.893789	F(4, 95)	=	11.44
Residual	1012.06484	95	10.6533141	Prob > F	=	0.0000
Total	1499.64	99	15.1478788	R-squared	=	0.3251
				Adj R-squared	=	0.2967
				Root MSE	=	3.2639

JS	Coefficient	Std. err.	t	P> t	[95% conf. interval]
S	9.13e-07	2.25e-07	4.06	0.000	4.67e-07 1.36e-06
WL	-.3829674	.1586931	-2.41	0.018	-.6980129 -.0679219
LT	.5751051	.2763649	2.08	0.040	.0264513 1.123759
G	1.997011	.6756025	2.96	0.004	.6557705 3.338252
_cons	19.17678	1.30566	14.69	0.000	16.58471 21.76884

Figure 4. Multiple Linear Regression

The equation formed in the model can be explained as follows:

$$JS = 19.17678 + 0.000000913S - 0.3829674WL + 0.5751051LT + 1.997011G$$

The constant is valued at 19.17678 with a positive sign, indicating that if all variables remain fixed, job satisfaction among Generation Z increases by 19.17678 units. The salary coefficient, valued at 0.000000913, is positive, suggesting that an increase of 1 rupiah per month in salary results in a job satisfaction increase of 0.000000913 units. Conversely, the workload coefficient, at -0.3829674, indicates that an increase of 1 hour per day in workload leads to a decrease in job satisfaction among Generation Z by 0.3829674 units. The leisure time coefficient, valued at 0.5751051, is positive and shows that an increase of 1 day per week in leisure time results in a job satisfaction increase of 0.5751051 units. Finally, the gender coefficient of 1.997011 indicates that males have a 1.997011 times higher probability than females of achieving job satisfaction among Generation Z.

The next test is conducted using the t-test (partial test). If the t-count is greater than the t-table ($t\text{-count} > t\text{-table}$) and the probability is less than 0.05 ($p < 0.05$), there is a significant influence of the independent variable on the dependent variable. Conversely, if the t-count is less than the t-table ($t\text{-count} < t\text{-table}$) and the probability is greater than 0.05 ($p > 0.05$), there is no significant influence of the independent variable on the dependent variable:

- 1). The t-count value for salary is 4.06, with a probability of 0.000. Since the t-count value exceeds the critical value from the t-table ($4.06 > 1.98$) and the probability is less than 0.05 ($0.000 < 0.05$), this indicates that salary has a significant positive effect on job satisfaction among Generation Z in the gig economy.
- 2). The t-count value for workload is -2.41, with a probability of 0.018. Since the t-count value is greater than the t-table value ($-2.41 > -1.98$) and the probability is less than 0.05 ($0.018 < 0.05$), this indicates that workload has a significant positive effect on job satisfaction among Generation Z in the gig economy.
- 3). The t-count value for leisure time is 2.08, with a probability of 0.040. Since the t-count value exceeds the critical value from the t-table ($2.08 > 1.98$) and the probability is less than 0.05 ($0.040 < 0.05$), we can conclude that leisure time has a significant positive effect on job satisfaction among Generation Z in the gig economy.
- 4). The t-count value for gender is 2.96, with a probability of 0.004. Since the t-count value exceeds the t-table value ($2.96 > 1.98$) and the probability is less than 0.05 ($0.004 < 0.05$), this indicates that gender has a significant positive effect on job satisfaction among Generation Z in the gig economy.

The F test in multiple linear regression is used to assess the simultaneous or joint effect of all independent variables on the dependent variable. If Fcount is greater than Ftable ($F\text{count} > F\text{table}$) and Prob(F) is less than 0.05 ($p < 0.05$), then there is a simultaneous influence of the independent variables on the dependent variable. Conversely, if Fcount is less than Ftable ($F\text{count} < F\text{table}$) and Prob(F) is greater than 0.05 ($p > 0.05$), then there is no simultaneous influence of the independent variables on the dependent variable. Based on Figure 4, the Fcount value of 11.44 with a Prob(F) of 0.000 indicates that Fcount is greater than Ftable ($11.44 > 2.47$) and Prob(F) is less than 0.05. This means that salary, workload, leisure time, and gender collectively influence job satisfaction among Generation Z in the gig economy.

The coefficient of determination, represented by the R-squared value, was found to be 0.3251. This indicates that 32.51 percent (0.3251) of the variation in job satisfaction among Generation Z in the gig economy can be explained by salary, workload, leisure time, and gender, while the remaining 67.49 percent (0.6749) is attributable to other variables not included in the model. This suggests that significant influences exist outside those considered in the current study.

CONCLUSION

Based on the research results, it can be concluded that Generation Z's job satisfaction in the gig economy in Purwokerto is significantly influenced by several factors. Salary have a positive effect, indicating that higher salary correlate with greater job satisfaction. Conversely, workload has a negative effect, where an increase in workload leads to a decrease in job satisfaction. Additionally, leisure time shows a positive effect, suggesting that having time to rest or engage in activities outside of work enhances job satisfaction. Furthermore, the gender factor also has a positive effect, indicating differences in job satisfaction levels between men and women in the gig economy. This distinction should be further considered in the management of the flexible workforce.

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