

# Work-Life Balance And Job Satisfaction In The Gig Economy

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**Abstract-** *The rapid growth of the gig economy has transformed traditional employment structures, offering flexibility while also raising concerns regarding work-life balance and job satisfaction. This study examines the relationship between work-life balance and job satisfaction among gig workers. A structured questionnaire was administered to 50 respondents engaged in gig-based work. Statistical tools such as reliability analysis, descriptive statistics, correlation, and regression were applied. The findings indicate a strong positive relationship between work-life balance and job satisfaction. While flexibility enhances satisfaction, irregular income and job insecurity negatively affect overall well-being. The study highlights the need for policy frameworks to support gig workers' work-life integration.*

**Keywords:** Work-Life Balance, Job Satisfaction, Gig Economy, Flexible Work, Employment.

## I. INTRODUCTION

The gig economy has emerged as a significant component of the modern labor market, characterized by short-term contracts, freelance work, and platform-based employment. Digital platforms such as ride-sharing, food delivery, and freelancing marketplaces have expanded opportunities for flexible work.

While gig work offers autonomy and flexibility, it also presents challenges such as income instability, lack of job security, and blurred boundaries between personal and professional life. Work-life balance (WLB) has become a crucial determinant of employee well-being and job satisfaction in this context.

Job satisfaction refers to the level of contentment individuals feel regarding their work, influenced by factors such as income, work conditions, flexibility, and psychological well-being. This study aims to analyze how work-life balance affects job satisfaction among gig workers.

## II. REVIEW OF LITERATURE

- **Greenhaus &Beutell (1985)** defined work-life balance in terms of role conflict arising from incompatible demands between work and personal life.
- **Clark (2000)** introduced the Work-Family Border Theory, explaining how individuals manage boundaries between work and personal domains.
- **De Stefano (2016)** highlighted that gig workers often experience flexibility alongside insecurity and lack of labour protections.
- **Wood et al. (2019)** found that gig workers enjoy autonomy but face increased work intensity and stress.
- **Berg et al. (2018)** reported that platform-based workers often work irregular hours, negatively affecting work-life balance.
- **Judge et al. (2001)** established a strong relationship between job satisfaction and overall life satisfaction.
- **Spreitzer et al. (2017)** emphasized that meaningful work and autonomy improve job satisfaction in non-traditional employment.

## III. OBJECTIVES OF THE STUDY

- To examine the level of work-life balance among gig workers.
- To analyze job satisfaction levels in the gig economy.
- To study the relationship between work-life balance and job satisfaction.

## IV. METHODOLOGY

- The study adopts a descriptive and quantitative research design based on primary data collected through a structured questionnaire.
- A cross-sectional approach is used, and convenience sampling is applied to select 50 gig workers as respondents.
- A 5-point Likert scale is used for measurement, with work-life balance as the independent variable and job satisfaction as the dependent variable.

**Statistical Tools Used:**

- Cronbach's Alpha (Reliability)
- Descriptive Statistics
- Pearson Correlation
- Regression Analysis

**V. DATA ANALYSIS AND RESULTS****1. Reliability Analysis**

Scale	Cronbach's $\alpha$
Work-Life Balance	0.84
Job Satisfaction	0.86

The Cronbach's alpha values above 0.70 indicate strong internal consistency and reliability of the scales.

**2. Descriptive Statistics**

Variable	Mean	SD
Work-Life Balance	3.78	0.56
Job Satisfaction	3.65	0.61

The results indicate moderate levels of work-life balance, while job satisfaction is slightly lower, due to income instability and job insecurity.

**3. Correlation Analysis**

Predictor	$\beta$	Sig.
Work-Life Balance- Job Satisfaction	0.76	<0.001

A strong positive and statistically significant relationship exists between work-life balance and job satisfaction.

**4. Regression Analysis****Model Summary:**

- $R = 0.76$
- $R^2 = 0.58$

Work-life balance explains 58% of the variance in job satisfaction.

**ANOVA:**

$$F(1,48) = 66.21, p < 0.001$$

**Coefficients:**

Predictor	$\beta$	t	Sig.
Work-Life Balance	0.76	8.14	<0.001

Work-life balance significantly impacts job satisfaction.

**VI. DISCUSSIONS**

The findings confirm that work-life balance plays a crucial role in determining job satisfaction in the gig economy, as although gig workers benefit from flexible schedules, irregular work hours and income uncertainty reduce overall satisfaction; workers with better control over their schedules experience lower stress levels, higher motivation, and better job satisfaction, however, lack of job security remains a significant concern.

**VII. CONCLUSION**

The study concludes that work-life balance has a significant impact on job satisfaction among gig workers. While the flexibility offered by gig work enhances autonomy and convenience, factors such as income instability, lack of job security, and absence of employee benefits negatively affect overall satisfaction levels. Therefore, it is essential for platform providers and policymakers to ensure minimum income stability, introduce supportive policies, promote mental well-being initiatives, and develop structured work scheduling mechanisms to improve the overall work experience and satisfaction of gig workers.

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