

ABSTRACT

The Influence of Work Flexibility and Digital Competence on Freelancer Productivity through Work Motivation as an Intervening Variable (A Study on Freelancers in the Digital Economy Sector in Indonesia)

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This research aims to examine the Influence of Work Flexibility and Digital Competence on Freelancer Productivity through Work Motivation on Freelancers in the Digital Economy Sector in Indonesia. This research uses a quantitative approach with the object of research used being freelancers, how big is the Digital Economy Sector in Indonesia to determine Freelancer work Productivity. In this study, researchers used purposive sampling as a sampling method with the number of samples in the digital economy sector in Indonesia, 188 freelance workers reduced to 169 freelancers. The data sources used in this study were the distribution of questionnaires as primary data and documentation as secondary data. The samples collected were then processed using data analysis techniques, namely, Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS software version 4.1. To test direct and indirect relationships between variables. The results of this study indicate that Work Flexibility has a significant effect on Freelancer Productivity, Work Flexibility has a significant effect on Work Motivation, Digital Competence has a significant effect on Freelancer Productivity, Digital Competence has a significant effect on Work Motivation, Work Motivation has a significant effect on Freelancer Productivity, Work Flexibility has a significant effect on Freelancer Productivity mediated by Work Motivation, and Digital Competence has a significant effect on Freelancer Productivity mediated by Work Motivation.

Keywords: *Work Flexibility, Digital Competence, Work Motivation, Freelancer Productivity.*