

Job Security on Freelancer's Perception of Online Delivery, Chiang Mai, Thailand

Taien Layraman* and Nawakarn Sirarujanon**

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Abstract

Online delivery transforms job positions for Freelancers, particularly in Chiang Mai, Thailand. Therefore, this research examines Freelancers' perception of their job security and quality of work life in an online delivery industry in Chiang Mai, Thailand. The data are collected from 400 Freelancers in Chiang Mai, Thailand. Multiple regression is used to identify job security determining Freelancers. The results show high-level job security of employees in the online delivery industry; most respondents are confident they can maintain their quality of work life and steady income growth with their current career path. The result indicates that online delivery in Chiang Mai, Thailand, can adjust their employment structure from marketing retail disruption, and they feel secure with their current jobs.

Keywords: Job Security, Freelancer, Online Delivery, Quality of Work Life

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- * Assistant Professor, Business Administration Faculty, Payap University
272 Moo 2 Chiang Mai Super-highway Chiang Mai - Lumpang Road, San Phranet, San Sai, Mueang,
Chiang Mai, 50000, THAILAND.
E-mail: taien_1@payap.ac.th
- ** Assistant Professor, Law Faculty, Payap University
272 Moo 2 Chiang Mai Super-highway Chiang Mai - Lumpang Road, San Phranet, San Sai, Mueang,
Chiang Mai, 50000, THAILAND.
E-mail: nawakarn_s@payap.onmicrosoft.com

ความมั่นคงในการทำงานที่เกี่ยวข้องกับการรับรู้ ของพนักงานจัดส่งสินค้าออนไลน์อาชีพอิสระ ในจังหวัดเชียงใหม่ ประเทศไทย

เทียน เสรามัญ* และนวกาล สิริราชานนท์**

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บทคัดย่อ

การส่งสินค้าออนไลน์ในปัจจุบันส่งผลต่อการปรับเปลี่ยนลักษณะการทำงานของพนักงานอิสระ โดยเฉพาะอย่างยิ่งในจังหวัดเชียงใหม่ ประเทศไทย ผลงานวิจัยครั้งนี้จึงมีวัตถุประสงค์เพื่อศึกษาการรับรู้ของพนักงานอิสระในมิติของความมั่นคงในการทำงานและคุณภาพชีวิตในการทำงาน ในธุรกิจบริการจัดส่งสินค้าออนไลน์ การวิจัยครั้งนี้รวบรวมข้อมูลจากพนักงานอิสระจำนวนรวม 400 คนในจังหวัดเชียงใหม่ วิเคราะห์ข้อมูลด้วยสถิติการพยากรณ์แบบถดถอย เพื่อประเมินระดับความมั่นคงในการทำงานของพนักงานอิสระ ผลการวิจัยแสดงให้เห็นว่าพนักงานอิสระมีการรับรู้ระดับความมั่นคงในงานในระดับสูง กลุ่มตัวอย่างส่วนใหญ่มั่นใจว่าลักษณะงานนี้สามารถรักษาคุณภาพชีวิตในการทำงานสามารถสร้างรายได้ที่มั่นคงตามสายงานในปัจจุบัน ผลจากการวิจัยเสนอแนะแก่ธุรกิจบริการจัดส่งสินค้าออนไลน์ให้มั่นใจได้ถึงสถานะการปรับเปลี่ยนโครงสร้างการทำงานในธุรกิจค้าปลีกและพิสจุนได้ว่าพนักงานอิสระรับรู้ได้ว่าสายงานนี้ยังมีความมั่นคงในการทำงานอยู่ในปัจจุบัน

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* ผู้ช่วยศาสตราจารย์ คณะบริหารธุรกิจ มหาวิทยาลัยพายัพ
เลขที่ 272 หมู่ 2 ถนนสุขุมวิทซอย 2 เชียงใหม่-ลำปาง ตำบลสันพระเนตร อำเภอสันทราย เชียงใหม่ 50000
อีเมล: nidadeam@nida.ac.th

** ผู้ช่วยศาสตราจารย์ คณะนิติศาสตร์ มหาวิทยาลัยพายัพ
เลขที่ 272 หมู่ 2 ถนนสุขุมวิทซอย 2 เชียงใหม่-ลำปาง ตำบลสันพระเนตร อำเภอสันทราย เชียงใหม่ 50000
อีเมล: nawakarn_s@payap.onmicrosoft.com

Introduction

New marketing strategies and communication technologies have transformed the online delivery industry over the past few years (Abasolo, 2021). The adopted online marketing, such as an online shop, e-payment, and online delivery, allows customers transactions their behavior to perceive delivery services from online shopping (Pragarauskaitė & Dzemyda, 2012). When customers purchase online, they expect some delivery will send goods directly to their homes or places. However, businesses want more Freelancers who prefer to work without a fixed salary. Now, the public and private sectors in Thailand recognize the importance of developing workforce skills to prepare for modern technologies in the digital economy. Moreover, there are self-employed skills development challenges: freelance work groups with growth prospects spanning the world, not just in the EU and the US; In Thailand, freelancers with intermediate and high-level skills and digital skills are still in short supply, unlike in other countries where freelancers are distributed in a variety of occupations and have higher incomes than Thailand (Payoneer, 2020). The main aspect to come up with is wages, working conditions, employment contracts, and fair management (Funda et al., 2020). This situation has caused significant distress to many Freelancers and forces them to realize their job security and quality of work life. Andrew & Marc (2020) pointed out freelancers as alternatives for workers who participate in labor and value-added over. Already contemporary perspectives describe our workers as non-competing matching differentiated workers who make jobs to become supplier and more entrepreneurial.

Under changes that can affect the organization, human beings are aware of the changes; then they adapt to be survived and grow steadily. These must depend on a good quality of life and lifestyle guarantees; the most important thing to be met is job security. Katsimi (2008) explains that a sense of security at work is what causes a higher working power and morale, encourages diligence, contributes to effective work, and also contributes to a positive attitude towards the performance of work is pride and belief in one's profession, Markel et al. (2018) who have explained that the importance of job security is something that everyone wants and is important to perform, that job security is also a motivator to be diligent, work happily and as an incentive to raise morale, contribute to loyalty. Unity creates a good understanding among personnel within the organization towards the organization's policies and objectives to empower them to work together,

4

for example, to help to eliminate problems and obstacles in the organization, to create confidence and faith in the organization, to achieve the results of the work, to achieve the aims, to benefit the performance of the work, to achieve effective performance, and also to increase the potential of the organization (Barley, 2015). An organization needs job security to prevent personnel from becoming insecure, unsure of their status, making them unhappy or independent, lacking morale at work, and constantly paranoid (Hora, 2019). The results of the operation will also be bad.

Freelance workers have highlighted structural inequalities within the industry and the significant challenges for individual workers in the early stages of their careers. However, workers' perceptions of the value of their practice counteract some of the industry's risks, uncertainty, and low economic rewards (Kirchner & Mittelhamm, 2010; Muhsin, 2021). For those that pursue creative careers, their work is highly intertwined with self-identity and personal motivations (Gentry et al., 2015; Guillén, M., 2017; Chong et al., 2019). Others have noted that self-employment can lead to greater job and life satisfaction (Adams, E., 2013; Conen & Schippers, 2019). High levels of well-being have been reported for performing artists, and for many, their practice is emotionally significant, viewed as life rather than just a source of income (Kadnichanskaya & Galkina, 2019) as new forms of employment have the greatest potential for distribution in those areas where a unique product produced by highly qualified specialists will be in demand, especially deliverers, entrepreneurs, self-employed, and freelancers (Lei & Lin, 2019).

Therefore, this research aims to explore Freelancers' perceptions of their job security and quality of work life by examining factors affecting job security for Freelancers in Chiang Mai, Thailand.

Objectives

1) To explore the Freelancers' perception of job security and quality of work life for Freelancers in Chiang Mai, Thailand.

2) To examine the quality work-life factors affecting job security for Freelancers in Chiang Mai, Thailand.

Literature Review

The theories of quality of life have been widely researched both in Thailand and other countries because academics recognize the importance that quality of life affects work and the key principles of labor management. When personnel is in good physical and mental condition, they have stable feeling and social well-being. Academics agree that it enables people to work efficiently (Yonk et al., 2017).

The quality of work life, formulated by the ideas of foreign guru Richard E. Walton (Walton, Cutcher-Gershenfeld, & McKersie, 2000), considers eight key elements for determining the quality of life at work as a whole such element are:

- (1) Fair and adequate compensation
- (2) Safety and health in working conditions
- (3) Opportunities to use knowledge and abilities to develop oneself.
- (4) Career opportunities
- (5) Constitutionalism in the organization of work
- (6) The Social Relevance of work life
- (7) Work and living space
- (8) Social integration in the organization

The directly related and socially relevant work styles are important principles that will help explain whether groups of people in different areas, both in the organization and society, have a sufficiently high quality of work life (Anindita et al., 2018).

For this research, the panel also needed to study the components of quality of life appropriate for the group of salaried operating-level employees daily, which must be considered in terms of contributing to the living conditions of employees in the freelance delivery. It relies on the factors and elements necessary for such groups of employees and considers the elements of quality of life as principles in the practice and management of labor.

According to the theory, when organizations hire Freelancers, employees should respond favorably by engaging in positive behaviors (Kirchner & Wilhelm, 2017). Thus, the researcher assumed that job security is considered how freelance protected employment as part of their indirect contract with the employer and expected that

6

the organization would offer them benefits in terms of job security when they work for the organizations (Shipton et al., 2006). In contrast, Freelancers faced with the threat of job loss may perceive an imbalance in their quality of work life, weakening their motivation. The imbalances resulting from low job security damage, and employees may restore the balance of their lives. However, Freelancers with high job security may view it as beneficial (Nicholas, 2014). They are likelier to find trust and mutual care relationships by becoming freelance rather than working within organizations. Numerous empirical research also demonstrates job security positively (Katsimi, 2008; Wright, 2009; Walker & Foushée, 2014). The research perspective is usually associated 3 factors that explain the level of job security such as;

- (1) Employment Status
- (2) Psychological Contract Breach
- (3) Organizational Identification

Therefore, this research concept examines the quality of work-life affecting job security. Moreover, this research will also affect job security and could confirm human employment by reducing employee fears about job loss.

Research Methodology

1) The participants

The population in this research is Freelancers working in Chiang Mai. Unknown population, the data were collected from 400 employees. The sample size formula can be used in the following (Hair et al., 2021):

$$n = \frac{Z^2 * p * (1-p)}{e^2}$$

Where:

- n is the required sample size
- Z is the Z-score or standard deviation corresponding to the desired confidence level for a 95% confidence level; Z is 1.96.
- p is the estimated proportion or percentage of the population, with the characteristic being measured at approximately 70%.
- e is the desired level of precision or margin of error, expressed as a decimal 0.05

Then:

$$n = [(1.96)^2 * 0.7 * (1-0.7)] / (0.05)^2$$

$$n = 384.16$$

This research would need a sample size of approximately 384 freelance workers to estimate the proportion of them with 95% confidence and a margin of error of 5%. Since sample sizes are typically rounded up to the nearest whole number, a sample size of 400 would be appropriate. Moreover, the researcher found that the majority of the respondent was male (85.5%); the largest age group was 31 to 40 years old (43.0%), followed by samples over 51 years old (28.5%). Most have more than 5 years of experience in freelance jobs (43.0%), followed by 3-5 years of experience (35.8%), and the respondent who has less than 2 years (21.2%) also consent to us using data for research and academic dimension.

2) Scope of content

The researcher applied the concept of two factors: (1) The factors of quality of work life applied from the thought of Richard E. Walton (1975) and (2) The factors of job security developed by Wenzhou Lu, Xiaolang Liu, Shanshi Liu, and Chuanyan Qin (2021), including employment status, psychological contract breach, and organizational identification.

3) Instruments

This paper's main objectives are to explore the Freelancers' perception of job security and quality of work life and examine the quality of work-life factors affecting job security for Freelancers in Chiang Mai, Thailand. The researcher used self-administered questionnaires to collect the data from Freelancers who work in Chiang Mai, Thailand, which were divided into 3 parts as:

Part 1: Demographic Information, a multi-choice question focusing on the respondent's personal information, including gender, age, and work experience.

Part 2: Perspective on the job security of Freelancers, which covers the factors of job security measured with a five-item Likert scale.

Part 3: The Quality of work life, which has 5 levels of rating scale covering the Quality of Life at Work, for a total of 24 questions.

4) Data Analysis

The analysis techniques were divided into 2 parts, followed by the research objectives, such as

Part 1: To explore the Freelancers' perception of job security and quality of work life for Freelancers using ANOVA-testing.

Part 2: To examine the quality work-life factors affecting job security for Freelancers using multiple regression.

5) Construction Validity

The reliability analysis for this research was performed with a Cronbach alpha coefficient of $\alpha = 0.928$ and was determined to represent acceptable internal consistency ((Hair et al., 2021). For this research, the 37 items per questionnaire were considered due to all items showing Cronbach alpha values higher than 0.7.

Results

1) Demographic Information

The researcher found that most respondents were male, 85.5%, and female, 14.5%. The largest age group was 31 to 40 years old, with 43.0%, followed by a sample over 51 years old, with 28.5%; 41 to 50-year-olds was 21.5%; and under 30 years old was 7.0%. Most have more than 5 years of experience in freelance jobs, followed by 3-5 years of experience 35.8%, and the respondent who has less than 2 years 21.2%, as shown in Table 1 below.

Table 1: Demographic of the 400 Sample

	Frequency	Percentage
Gender		
Male	342	85.5
Female	58	14.5
Total	400	100.0
Age		
Under 30	28	7.0
31-40	172	43.0
41-50	86	21.5
Over 51	114	28.5
Total	400	100.0
Experience		
Less than 2 years	85	21.2
3-5 years	143	35.8
More than 5 years	172	43.0
Total	400	100.0

2) Freelancers' Perception of Freelance Job

Table 2 presents the perspective means and standard deviations in 3 dimensions of job security. All factors were satisfactory, as the mean was between 3.582 to 3.750

Table 2: Perspective in Freelance Job Security

Job Security	Mean	SD
Employment Status	3.750	0.680
Psychological Contract Breach	3.582	0.660
Organizational Identification	3.680	0.950
Total	3.670	0.690

When comparing the demographic of participants and their perspective on freelance job security, the data showed no difference among participants who were different in gender, age, and experience as significant at 0.05. as shown in Table 3 below.

Table 3: Comparing between Demographic of Participants and Job Security

	Mean	SD	Sig.
Gender			.778
Male	3.666	.7269	
Female	3.695	.6527	
Total	3.670	.7160	
Age			.042
Under 30	3.619	.9588	
31-40	3.688	.7019	
41-50	3.651	.7651	
Over 51	3.672	.6349	
Total	3.670	.7160	
Experience			.731
Less than 2 years	3.619	.8500	
3-5 years	3.697	.6964	
More than 5 years	3.674	.6607	
Total	3.670	.7160	

3) The Quality of Work Life for Freelancers

The respondents perceived their quality of work life was high while were least likely to agree as a mean between 3.549 to 3.816 and a standard deviation between 0.555 to 0.846, as shown in Table 4 below.

Table 4: The Quality of Work Life for Freelancers in Chiang Mai, Thailand

Quality of Work Life	Mean	SD
Fair and adequate compensation	3.670	.716
Safety and health in working conditions	3.811	.846
Opportunities to use knowledge and abilities to develop oneself.	3.816	.711
Career opportunities	3.662	.656
Constitutionalism in the organization of work	3.750	.709
The Social Relevance of work life	3.710	.723
Work and living space	3.549	.681
Social integration in the organization	3.666	.720
Total	3.704	.555

4) Hypothesis Testing

The research's objectives were determined by the relationship between work quality of life factors, comprising 8 factors, and job security, using statistics analyzing multiple regression analysis. To test the hypothesis, the researchers examined the data appropriate to the analysis by examining the multicollinearity from Variance Inflation Factors (VIF) and Tolerance; shown that the Tolerance was over 0.2 and VIF was not over 4.000 meaning these factors were no collinearity and can further test multiple regression analysis as shown in Table 5.

Table 5: Collinearity Statistics

	Collinearity Statistics	
	Tolerance	VIF
X ₁ Fair and adequate compensation	.547	1.828
X ₂ Safety and health in working conditions	.403	2.481
X ₃ Opportunities to use knowledge and abilities to develop oneself.	.380	2.635
X ₄ Career opportunities	.341	2.930
X ₅ Constitutionalism in the organization of work	.503	1.990
X ₆ Social relevance of work life	.411	2.433
X ₇ Work and living space	.564	1.773
X ₈ Social integration in the organization	.410	2.439

As these factors were not collinearity, the researcher tested multiple regression to test job security and the quality of working life of independent employees using complex regression equation analysis shown the standardized coefficients as follows:

By requiring that

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \beta_8X_8$$

Y = Job security

X₁ = Fair and adequate compensation

X₂ = Safety and health in working conditions

X₃ = Opportunities to use knowledge and abilities to develop oneself.

X₄ = Career opportunities

X₅ = Constitutionalism in the organization of work

X₆ = Individual right

X₇ = Work and living space

X₈ = Social relevance

α = Constant

β = Standardized Coefficients Beta

Table 6: Multiple Regression Analysis between Job Security and Quality of Work Life Factors

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.592	.319		4.985	.000
X1	-.001	.086	-.001	-.009	.993
X2	.006	.084	.006	.076	.940
X3	.003	.104	.003	.033	.974
X4	-.011	.118	-.008	-.092	.927
X5	.002	.090	.002	.024	.981
X6	.005	.098	.004	.052	.959
X7	.003	.089	.002	.035	.972
X8	.006	.098	.005	.064	.949

Then, the formulation of quality of work-life factors which affect job security for Freelancers in Chiang Mai, Thailand is;

$$Y = -.001X_1 + .006X_2 + .003X_3 - .008X_4 + .002X_5 + .004X_6 + .00X_7 + .005X_8$$

Freelancers feel positive and secure in their job when they have safe and healthy working conditions (X2), opportunities to use knowledge and abilities to develop themselves (X3), constitutionalism in the organization of work (X5), individual rights (X6), work and living space (X7), and social relevance (X8) with minus factor as fair and adequate compensation (X1) and career opportunities (X4).

Discussion and Concluding

The research result demonstrated that gender and age are not biased against freelance workers in Thailand. They prefer to disrupt themselves into a new s-curve and confirm that freelance makes them secure in job perception. The research result explored 2 dimensions, indicating that.

1. Freelancers believe that their works are secure because they have their own choices to work. If they work hard, they will be received fair and adequate compensation. They make for their benefit and do not depend on anyone or organizations. They confirmed that every quality of work-life factor is positive, similar to what Kirchner & Wilhelm (2017) pointed out in their book. Moreover, Jarosch (2021) added the wages model, which employment dynamics in finances themselves.

2. Employees in Chiang Mai, Thailand, similarly to other countries, feel working-balance in their work-life because of feeling positive job security in terms of health in working conditions, using their knowledge and abilities to develop themselves both soft skill and hard skills, feeling free with constitutional and individual rights. They pointed out that they can manage their work land, living space, and social activities even though they are concerned about compensation and career opportunities. However, if they stay in Chiang Mai, their hometown, they will be familiar with this area. This issue, confirmed by Kadnichanskaya & Galkina (2019), summarized that the number of temporary workers was increasing as a new employment model in the labor market: freelance living in the city.

In conclusion, this research examines the level of job security in 3 dimensions; employment status, psychological contract breach, and organizational identification confirmed that most respondents feel positive views toward their job security and quality of work-life. The more they control work-life balance, the more they feel security. As the literature pointed out by Richard E. Walton, this research shows more elements that impact workers in Thailand as job security.

Recommendation

Despite the increasing number of freelancers in Chiang Mai, Thailand, companies enable them to disrupt or transform dynamic and innovative markets. Freelancers can be substitutes for taskforce without permanent salaries. However, they still feel positive about their job. This trend may affect future employment models in Chiang Mai and the number of full-time employees in the organizations.

Freelance workers may need to up their skills in any field, such as technology, social relevance, and living space. Based on this research results, the main concern for these workers is how to make them fair and adequate compensation and how they can

receive welfare benefits. They are self-employed workers with no leader or boss, no teamwork, and no colleague, whether they do create a working atmosphere for themselves in the long term. The self-employment model will be highly studied in nearly future research.

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