The relation between a platform worker's reputation and their perceived usefulness of reputation transfer: mediated by affective - and continuance commitment.

Master Thesis

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Abstract

This study takes a look at the underexposed platform worker's perspective towards the possibility of reputation transfer between online labor platforms (OLPs). More specifically, the proposition was made that one's reputation could both positively – and negatively influence one's perceived usefulness of reputation transfer because of it being mediated by both continuance – and affective commitment. Through a survey conducted among 1114 platform workers it was found that even though continuance – and affective commitment did partially mediate the relationship, both the relationships were positive. Besides this, the importance of the OLP's HR practices for a platform worker's commitment were shown. More specifically, HR practices related to training, appraisal, and autonomy increased a platform worker's continuance commitment through increasing their platform specific human capital. Highlighting a paradoxical effect these HR activities can have in an OLP environment: on the one hand they can increase a platform worker's job satisfaction, and on the other hand they can lock them in by increasing their continuance commitment.

Keywords: Reputation transfer; online labor platforms; continuance commitment; affective commitment; human resource management.

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Introduction

This paper discusses the platform worker's perceived usefulness of reputation transfers across different online labor platforms (OLPs). Platforms in general can be viewed as "special kinds of markets that play the role of facilitators of exchange between different types of consumers that could not otherwise transact with each other" (Gawer, 2014, p. 1240). And OLPs are the platforms that facilitate 'labor' exchanges. Besides facilitating exchanges, they can also monitor and control platform users to organize this 'labor' (Möhlmann et al., 2020). OLPs that provide an opportunity for peer-to-peer servicing can be considered as popular alternatives to the earlier established e-commerce channels (Sundararajan, 2016). With the rise of OLPs like Upwork, Uber, Deliveroo, and others like them, their users now have the opportunity to take the role as both a requester (i.e. customers) and/or a platform worker whenever they want to. Since OLPs facilitate exchanges among strangers, transactions between these platform workers and requesters require certain levels of trust (Teubner et al., 2020).

To facilitate the creation of this needed trust, reputation is generally used. Reason for this being that the general role of reputation is to promote trust (Tadelis, 2016). Which seems logical when considering that an actor's reputation can be defined as "information about its past behavior" (Jurca & Faltings, 2003, p. 285). In line with this, past research has shown that this reputation influences the engagement choices of requesters within platforms (Ert et al., 2015). More specifically, it influences a) the requesters willingness to pay a certain price and b) the demand of requesters (Tadelis, 2016; Dellarocas et al., 2006). Resulting in reputation being a resource for platform workers by which they can influence the behavior of platform users. More specifically, a resource of individual social capital, where individual social capital in an OLP environment refers to the position someone has in an OLP and the capability to use this position to influence the activities of others in the OLP environment (Friedman & Krackhardt, 1997). Meaning that social capital (i.e. reputation in an OLP) can be used to influence others and acquire the wanted outcomes (Portes, 1998).

However, platform workers in general have to build up a new reputation for every new OLP they work on (Dakhlia et al., 2016). At the same time, it is quite common for platform workers to work, or wanting to work, on different OLPs at the same time (i.e. 'multi-homing') (Teubner et al., 2020). And it generally requires time and effort to build up such a reputation. Because to get a reasonable reputation, one has to require a certain number of transactions, and credible feedback from those transactions (Xiong & Liu, 2004). This means that platform workers have to build up this reputation as a dark horse, which refers to someone with no legitimate track record on that platform (Hesse & Teubner, 2020). This lack of available reputation on other OLPs can create a barrier for platform workers to get involved with other OLPs then the ones they already are using, a situation also referred to as the 'cold-start' problem (Wessel et al., 2017). From the OLPs perspective however, this generally is not seen as a problem. It is known as a 'lock-in' effect by which OLPs make sure it is laborious for their users to switch to another OLP (Kuhn & Maleki, 2017; Meijerink & Keegan, 2019).

But in recent years there has been an increase in interest among academics about a phenomenon which tries to solve the cold-start problem: reputation transfer (Hesse & Teubner, 2019). Reputation transfer is defined as "the effectiveness of a user's reputation on a source platform (e.g., a star rating score) in building trust on a different platform" (Teubner et al., 2020, p. 231). This concept was also mentioned as an important subject for future research in a recent EU report (EU, 2017). According to the EU report (2017), if implemented, reputation transfer will give platform workers the opportunity to use their reputation from one platform on other platforms, avoiding a cold-start or working as a dark horse. Past empirical research already showed that requesters on platforms are receptive to these imported reputations from other platforms of platform workers. Hesse and Teubner (2019) have found that requesters on platforms generally give high ratings to their perceived importance of transferred reputations for engagement decisions. And overall, experimental studies found the implementation of reputation transfer to be effective (Hesse & Teubner, 2019). Reasons for this being that the percentage of multi-platform users is high (Teubner et al., 2020), the accuracy of performance predictions can increase (Kokkodis & Ipeirotis, 2016), and the trust generally increases (Otto et al., 2018).

For a concept to be truly effective however, it actually has to be adopted by its potential users. Within an OLP this means it has to be used by all of its actors. Hesse and Teubner (2020) already showed that requesters would at least partly base their decision to hire a platform worker on a worker's transferred reputation, which means that they will make use of the concept. But this leaves the other actors in an OLP environment in the dark. Highlighting an important gap in the current literature on reputation transfer between OLPs. Because platform workers and the OLPs itself have to start using reputation transfer before requester even have the possibility to base their decisions on it. And because it is known that the possible performance gains such a concept can bring regularly are blocked because of the unwillingness of possible users to adopt it (Davis, 1989). The reason why this study will focus on the platform worker's perspective instead of the OLPs itself lies in recent evolvements in privacy legislation (e.g. the GDPR). These legislations are giving individuals more and more power over their own data and data portability (Hesse & Teubner, 2020; De Hert et al., 2018), meaning that the role of platform workers in implementing a reputation transfer system is getting increasingly important.

To focus on the platform worker's perspective, this study draws inspiration from the Technology Acceptance Model (TAM). According to the TAM, the willingness to use any kind of IT system (e.g. a reputation transfer system) depends on two major variables: the perceived usefulness and the perceived ease of use (Davis et al., 1989). The perceived ease of use will be excluded because this study is interested in the general concept of reputation transfer, not one specific system. Therefore, the focus of this paper will lie on studying the platform worker's perceived usefulness of a reputation transfer system. This perceived usefulness is originally defined as "the prospective user's subjective probability that using a specific application system will increase his or her job performance within an organizational context" (Davis et al., 1989, p. 985). This study slightly deviates from the original definition by applying it to an OLP context. Meaning this study will show if and which platform workers are perceiving

usefulness in the idea of reputation transfer, and give subsequential boundary conditions for this perceived usefulness. Eventually trying to close the gap currently existing in literature on reputation transfer across OLPs. Important to note, this paper looks at OLPs in which reputation transfer is not yet implemented (which are most of the existing OLPs).

The level of reputation a platform worker has on their OLP will be taken into account as the explanatory variable. This paper suggests that this reputation eventually determines the platform worker's perceived usefulness of reputation transfer. However, this relation may be more complex than what can be expected at first glance. One would first of all expect that a better reputation will positively influence the perceived usefulness of reputation transfer. Since a good reputation will be considered a valuable resource, and in line with the conservation of resources theory (COR), people always will try to retain, protect, and build their resources (Hobfoll, 1989). But this paper suggests another side of the same coin. According to the social identity theory (SIT), someone with a high level of social capital within a certain group (e.g. a good reputation in a certain OLP) will identify themselves more strongly with that specific group and be less influenced by economic incentives within that group (Tajfel & Turner, 2004; Tjahjono, 2014). Suggesting that a good reputation will cause platform workers to less likely wanting to leave their OLP (subsequently causing them to perceive less usefulness in reputation transfer). To explain this (possibly paradoxical) relation, this study will mediate the relation between one's reputation and their perceived usefulness by a) continuance- and b) affective commitment. Which, in an OLP context, can be referred to as a) the level of perceived costs when leaving an OLP or b) the level of identification with and attachment to an OLP (Meyer & Allen, 1984). It is no coincident that the previously explained 'lock-in' effect aligns with the definition of continuance commitment. Because the 'lock-in' effect will contribute to a platform worker's continuance commitment towards their OLP. So, continuance commitment represents the valuable platform specific resources a platform worker has, which can (partly) be transferred with the help of reputation transfer if such a system will be implemented (COR). And affective commitment represents the willingness of a platform worker to stay with their current OLP because of identifying themselves with that OLP (SIT).

Consequently, the research goal of this paper was to examine to what extent affective- and continuance commitment mediate the relationship between a platform worker's reputation, and the platform worker's perceived usefulness of reputation transfer. Resulting in the following research question:

To what extent does affective - and continuance commitment mediate the relationship between a platform worker's reputation and their perceived usefulness of reputation transfer?

By answering this question, the academic contribution this paper makes is twofold. First of all, it tried to close the gap of knowledge which lies in not knowing which kind of platform workers perceive the usefulness of implementing reputation transfer across platform (consequently knowing which platform

workers will adopt such a concept). And which boundary conditions are related to this. Second of all, it has tried to show the complexity present in the relation between one's reputation and their perceived usefulness of reputation transfer.

This paper can give OLPs a better indication which platform workers would want to adopt reputation transfer and which platform workers would not. Also, this paper will take a look at how different HR practices of OLPs (boundary condition) influence the overall relationship. Leading to practical knowledge for OLPs on which HR activities should be implemented to create a desired adoption or non-adoption of reputation transfer. Last, possible providers of a reputation transfer system can adjust their strategic choices on the way in which platform workers will perceive the usefulness of their service. Eventually contributing to the knowledge about the possible effectiveness of reputation transfer across platforms, which could significantly impact the operations of OLPs and their actors.

Theoretical Framework

OLPs

OLPs are defined as "for-profit firms that use technology to facilitate the filling of immediate short-term service labor needs, either remotely or in person, with workers who are officially considered independent contractors" (Kuhn & Maleki, 2017, p. 184). Profiling themselves as intermediaries that are focused on creating an online labor marketplace where supply and demand is matched (Meijerink et al., 2021). Examples of these OLPs are Uber (which focusses on ride-hailing), Upwork (which focusses on providing all kinds of 'talent'), and Deliveroo (which focusses on food delivery). Even though the platform workers on these OLPs are providing labor, and are paid for this labor, they are not employed by an organization (Sundararajan, 2016). The OLPs on which these platform workers provide their labor, refer to them as independent freelancers who are just making use of the marketplace the OLPs provide (Meijerink et al., 2021; Kuhn & Maleki, 2017). Resulting in a business model that is based on charging their users for using this marketplace and their intermediaries' services (Kuhn & Maleki, 2017). More specifically, OLPs generally charge their users for every successful match between supply and demand they facilitated (Meijerink et al., 2021). For Uber, this is operationalized by a commission ranging from 20% to 30% of the total payment made by the requester towards the platform worker (Rosenblat & Stark, 2015). This means that an OLP will always be focused on increasing the number of successful transactions and thus their revenue. To do this, they have to grow both demand and supply on their OLP. Resulting in requesters that can more easily find suitable platform workers for their demands, and platform workers that can more easily find suitable requesters (and income). Creating a concept called network externalities, referring to a situation in which an increased number of users on a platform causes the intermediation service of that platform to increase in value (Lin & Lu, 2011). However, there is a snag behind network externalities on platforms. In the time that a platform wants to create these network externalities, they have to make their platform more attractive to use than competing ones. They

generally do this by making their marketplace and intermediaries services less costly for both requesters and platform workers, depleting their own financial resources which have to be compensated by venture capital (Frenken et al., 2020; Meijerink et al., 2021). This results in a situation where the platform with the largest financial resources will generally prevail and create a monopoly/monopsony in which commissions can be increased to grow revenue (Daskalova, 2018; Meijerink & Keegan, 2019).

Reputation on OLPs

An important characteristic of OLPs is that they simply cannot be successful without peer-to-peer trust among their users. Without peer-to-peer trust among platform users, the chance that transactions will occur on that platform becomes very minimal (Tadelis, 2016). Not surprising that all of the best known and successful OLPs today have multiple trust-enhancing mechanisms to ensure platform workers (and consumers) have the chance to become trustworthy (Teubner & Dann, 2018). Reputation building can be considered the most important trust-enhancing mechanism OLPs use (Teubner et al., 2020). Other trust-enhancing mechanisms can consist of expressive user profiles (e.g. profile picture), or identity verification (Teubner & Dann, 2018). As mentioned before, reputation consist out of information about one's past behavior (Jurca & Faltings, 2003). The ways in which OLPs facilitate the documentation about one's past behavior are by a) platform-generated signaling and b) platform-verified signaling. Whereas a) generally refers to the number of transactions completed, and b) generally refers to the platform worker's mean feedback rating (e.g. 1-5 star ratings) (Lehdonvirta et al., 2019). Another reason why documenting one's reputation can be useful for OLPs lies in the fact that it can contribute to the earlier mentioned 'lock-in' effect, and therefore makes leaving the OLP less attractive for platform workers (Kuhn & Maleki, 2017).

The relation between a platform worker's reputation and the trust between users has been theorized with the help of the signaling theory (e.g. platform-generated/verified signaling) (Teubner et al., 2019). When two actors have different accessibility to certain information, this theory can be used to describe behavior (Connelly et al., 2011). One actor can decide how to communicate the information they have (e.g. their reputation), which can be referred to as the signal. And the other actor can decide how to deal with this signal (e.g. hiring someone based on their reputation or not) (Connelly et al., 2011). An illustration of this relation can be found in figure 1, based on the illustration made by Teubner et al. (2019, figure 1). In this illustration, the orange arrow represents the signal described by the signaling theory.

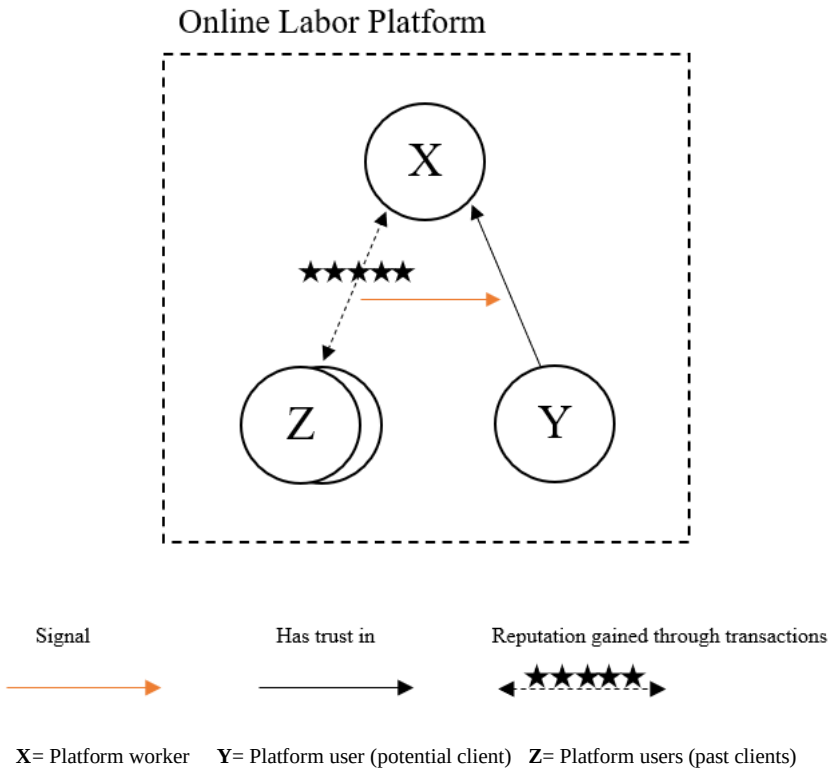

Figure 1: User Y trusts user X because of X's reputation on the online labor platform based on past transactions with user(s) Z (based on Teubner et al., 2019).

Another way to look at figure 1 is with the help of individually focused social capital. Social capital takes a sociological perspective and sees actors as shaped by the societal environment (Dakhli & De Clercq, 2004). But even though social capital does not take a mainly economic approach (Dakhli & De Clercq, 2004), it certainly is not economically irrelevant. This becomes clear when looking at the central proposition of individually focused social capital. It is described as "networks of relationships constitute, or lead to, resources that can be used for the good of the individual or the collective" (Dakhli & De Clercq, 2004, p. 8). This means that actors can use this social capital for their own (economic) good. Going back to figure 1, the network of relationships described in the proposition can be seen as the two-sided arrow between user X and user(s) Z. And these relationships together can be seen as a resource which is used to send a signal (i.e. orange arrow) towards Y for building trust, eventually trying to create a transaction based on this trust. So, when looking at reputation from a social capital perspective it becomes clear that a platform worker's reputation can be seen as a resource.

Perceived usefulness of reputation transfer

The resource of reputation that a platform worker builds up on an OLP (i.e. source platform), can be used to send a signal of trustworthiness on that OLP. But it also is shown to have the possibility of sending a signal across different platforms to enhance trustworthiness on other OLPs (i.e. target

platform) (Teubner et al., 2020). This can be referred to as reputation transfer, also known as the efficacy of a platform user's reputation on their source platform in building trustworthiness on a target platform (Teubner et al., 2019). An illustration is shown in figure 2, also based on an illustration of Teubner et al. (2019, figure 1). Again, the orange arrow in this figure can be seen as the signal (originated from the two-sided arrow between user X and user(s) Z). Which can try to promote trustworthiness to user Y using the reputation X has built up. The only feature that differentiates figure 2 from figure 1 is that the signal (i.e. social capital resource) can be used and send across different platforms. However, Teubner et al. (2020) showed that a certain level of perceived source-target fit is an important precondition for cross-platform signaling to be effective. Which is referred to as "the user's perception of how applicable a signal from the source platform is for transactions on the target platform" (Teubner et al., 2020, p. 504). A low level of perceived source-target fit can even be counterproductive in promoting trust on one's target platform (Teubner et al., 2020). This may be a result of such a reputation transfer being deemed misleading by the target platform users, because they see the source platform reputation as being non relevant for the target platform context. Which makes it important to mention that this study makes the assumption of a high source-target fit.

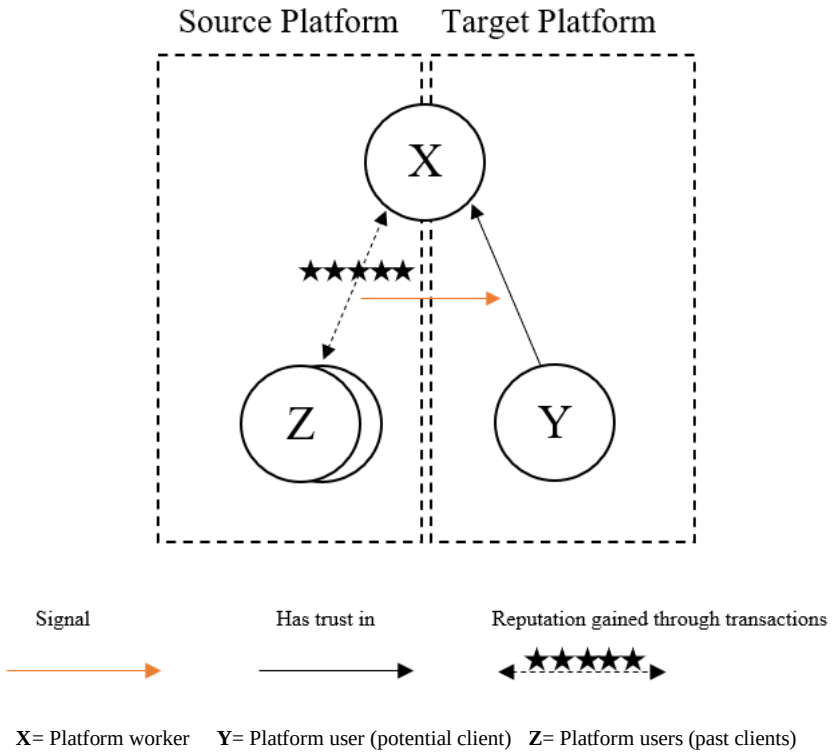

Figure 2: User Y trusts X on the target platform because of X's reputation gained on his/her source platform (based on Teubner et al., 2019).

Although the idea of reputation transfer across platforms may seem fairly new, especially since online platforms have increasingly demonstrated their importance in the last decade (Stummer et al., 2018), it certainly is not. The concept of reputation transfer was already used in the 1990s by Amazon. eBay and

Amazon had both introduced one of the first versions of their reputation systems, after this, Amazon allowed sellers on their platform to import the ratings they had collected on eBay (Resnick et al., 2000). However, eBay saw their ratings as proprietary and did not wanted Amazon to use them. So, after legal threats from eBay, Amazon discontinued the service (Dellarocas et al., 2006). But with the growing importance of platforms in our daily lives, research considering reputation transfer (although still limited) has become more popular in the last couple of years (Hesse & Teubner, 2019). A maybe even more important incentive for this development is the General Data Protection Regulation (GDPR) which was implemented in 2018 within the EU. The reason for this being that individuals are getting more power over their own data because of the GDPR. Consequently, they are becoming more important for implementing a concept such as reputation transfer. The best example can be found in article 20 of the GDPR: "the data subject shall have the right to receive the personal data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided" (Algolia, n.d.). Stating that individuals have the right of data portability (Hesse & Teubner, 2020; De Hert et al., 2018). Even though the interpretation of this legislation will and can be debated, it can be seen as a first step towards more individual control over personal data in the platform world (De Hert et al., 2018).

These kinds of legislations are making a situation where reputation transfer will be blocked by an OLP because of proprietary reasons (e.g. eBay in the 1990s) increasingly less likely to happen. Also giving a clear reason why this paper looks at the platform worker's perspective on reputation transfer instead of the OLP's perspective. Because the power of individuals over their own data is increasing with these legislations. At this moment, although it still is rare, there are some newer platforms that provide options for reputation transfer. For example, TrueGether and Bonanza provide an option to import seller ratings from Amazon and eBay (Hesse & Teubner, 2020). Besides this, there are some initiatives that specifically focus on facilitating reputation transfer across platforms. For example, Deemly and Traity offer services which allow platform users to gather and use their reputation from all kinds of different platforms (Teubner et al., 2019). However, there are a lot of similar unsuccessful initiatives that have tried to do this before them (e.g. TrustCloud and Connect.me). But the unwillingness of major platforms to allow the concept of reputation transfer (Hesse & Teubner, 2020) may be a future success factor of initiatives like Deemly and Traity. Since Personal Information Management Systems (PIMS) like Deemly and Traity are the favored option for implementing reputation transfer if the major platforms itself fail to deliver a solution according to regulators (Hesse & Teubner, 2020; EDPS, 2016; Kathuria & Lai, 2018). PIMS can aggregate and verify all kinds of (reputational) data and combine it with online profiles or personal data to eventually build a trust and reputation profile (Hesse & Teubner, 2020). The European Data Protection Supervisor (EDPS) does mention that before this can happen, the EU has to create incentives for platforms to cooperate with these PIMS (EDPS, 2016). Given reason to belief more legislations like article 20 in the GDPR will be implemented in the future which promote

reputation transfer facilitated by PIMS. This eventually can result in a single or a few wide spread reputation transfer solution(s) with the help of PIMS technology (Hesse & Teubner, 2020). Think of the sign-in services Google and Facebook are currently providing. In line with this, platform users could sign in to any platform with their overarching PIMS account and automatically transfer the reputation that they have built up.

The expected economic benefits of implementing reputation transfer mainly applies for platform workers and new platforms (e.g. decreased switching costs, avoidance of platform 'lock-in', decreasing the 'cold-start' problem, etc.) (Hesse & Teubner, 2020). Which makes it even more interesting that the adoption of such a concept has not been empirically studied from one of these perspectives (i.e. platform workers or new platforms). Only the requester's perspective has been empirically studied until now. To study the platform workers perspective on reputation transfer, this study will draw inspiration from the Technology Acceptance Model (TAM). This model was designed to explain and predict user adoption of information systems, or in this case the adoption of a relevant PIMS. User adoption is important for the success of any kind of information system. If end-users do not adopt an information system, the possible advantages such a system could bring will automatically be lost (Davis et al., 1989). Predicting this adoption is achieved by providing two major explanatory variables: perceived usefulness and perceived ease of use (Davis et al., 1989). Repeatedly, the TAM instruments have been used and examined, after which can be concluded that they are powerful, valid, reliable, and consistent (Lee et al., 2003). The perceived ease of use can be defined as "the degree to which the prospective user expects the target system to be free of effort" (Davis et al., 1989, p. 985). As mentioned before, this part of the TAM will be excluded because it is not relevant for this specific study. Simply because individuals cannot indicate the predicted effort of using a specific system when there is no specific system being discussed. Rather, it is the whole concept of reputation transfer that will be the subject of this study. The perceived ease of use may become relevant when a specific reputation transfer system (i.e. PIMS) will be the studied. Within the original definition of perceived usefulness, Davis (1989) focused on the expected job performance in an organizational context. He based this decision first of all on his definition of useful: "capable of being used advantageously" (Davis, 1989, p. 320). And second of all, on the believe that people are generally reinforced for good performance within an organizational context (Davis, 1989). The context within this study is notably different. There is no traditional employer-employee relation within this research. However, at the core of Davis's (1989) perceived usefulness lies the definition of useful which is focused on the advantages a system can have for future users. Which is still seen as an important determinant in this study.

A platform worker's reputation on the source platform and their perceived usefulness of reputation transfer towards the target platform

In this study, the key antecedent of a platform worker's perceived usefulness of reputation transfer is their reputation itself. One would expect that a higher level of reputation on a source platform would lead to a higher perceived usefulness of reputation transfer to a target platform. Because the possible advantages will be higher when the social capital resource, and subsequently the signaling, is more powerful. Just like Teubner et al. (2020) mentioned, it is unlikely that platform workers would want to transfer 'bad' reputation into another platform. Even though this study suggest that the relationship is more complex than what can first be expected, it does also suggest that part of this reasoning is true. When usefulness is seen as something that can be used advantageously (Davis, 1989), platform workers will perceive more usefulness in a reputation which has shown to be effective in promoting trust on the source platform as well as on the target platform (Teubner et al, 2020). Because this will give them more advantages (e.g. more transaction, and thus more income). On the other hand, when platform workers have a bad reputation on their source platform, all of these advantages will be discarded. This means that they will see no usefulness in transferring a bad reputation. This reasoning is also in line with the COR theory, which states that individuals will always try to retain, protect and build their resources (Hobfoll, 1989). And as mentioned before, a good reputation can be seen as a valuable resource. However, instead of being a valuable resource, a bad reputation can be better compared to a burden (counterproductive for building trust). Meaning platform workers will not try to retain, protect and build a bad reputation and therefore see no use in transferring it.

But this paper assumes a paradoxical relation between a platform worker's reputation on their source platform and their perceived usefulness of reputation transfer towards a target platform. Because it could also be the case that one's reputation would negatively affect a platform worker's perceived usefulness of reputation transfer. The reasoning behind this assumption lies in the idea that platform workers have to be willing to use other platforms (i.e. target platforms) besides their source platform. When platform workers are not willing to use other platforms, per definition, they also cannot make use of reputation transfer. Which results in no perceived usefulness. Because to perceive usefulness, one has to actually expect advantages resulting out of use (Davis et al., 1989). And the willingness to use other platforms, in line with the social identity theory (SIT), can decrease when the level of reputation one has increases. Within the SIT, social identity is referred to as one's knowledge about their belonging and identification to a certain group or a social category (Abrams & Hogg, 1988). Through social comparison, individuals put similar persons in the same group as they are in (i.e. the in-group), and put persons who differ from themselves in another group (i.e. the out-group) (Stets & Burke, 2000). The higher one's level of social capital is in their in-group, the more they identify themselves with their in-group and differentiate themselves from the out-group (Tjahjono, 2014). Applying this to an OLP context, it could mean that the higher a platform worker's reputation is within their source platform, the

more they will identify themselves with that platform and differentiate themselves with other platforms. This can result in a feeling of treason when one would join a target platform using the reputation gained on their source platform. Eventually resulting in less willingness to use other OLPs, and thus less perceived usefulness.

H1a: The level of a platform worker's reputation on their source platform positively affects their perceived usefulness of reputation transfer towards a target platform.
H1b: The level of a platform worker's reputation on their source platform negatively affects their perceived usefulness of reputation transfer towards a target platform.

Commitment

To study and explain this complex relation between a platform worker's reputation on their source platform and their perceived usefulness of reputation transfer towards a target platform, organizational commitment will be used. More specifically, there are two forms of organizational commitment implemented into this study as mediators: continuance- and affective commitment. Prior literature has described organizational (or in this case platform) commitment as a multi-dimensional concept (Allen & Meyer, 1990; Meyer & Allen, 1984). But eventually, organizational commitment results in employees that are staying with the organization they work for. The reason why they will stay is different for every type of commitment. When employees have a strong affective commitment, they will stay with the organization because it is what they *want* to do, while a strong continuance commitment will stimulate employees to stay because they *need* to (Meyer et al., 1993). As mentioned before, continuance commitment will represent the positive relation between a platform worker's reputation on their source platform and their perceived usefulness of reputation transfer towards a target platform. And affective commitment will represent the same, but negative, relation. Because continuance commitment will represent the (valuable) resources a platform worker has on their source platform, and affective commitment will represent the platform worker's identification with their source platform.

Continuance commitment originated from Becker's (1960) description of commitment. Which was a disposition to have consistency in one's activities because the possible loss of 'side bets' if these activities were ceased (Becker, 1960). 'Side bets' in an organizational context can be defined as something of worth an actor has invested in and which will be lost or become worthless at the moment this actor leaves the organization (Meyer & Allen, 1984). Examples of such 'side bets' Meyer and Allen (1984) mention, are status and organization-specific skills. So continuous commitment can be seen as a result of the perceived costs of leaving an organization/platform (Meyer & Allen, 1984). This is similar to the earlier discussed 'lock-in' effect OLPs can use to keep their users on their platform. The higher a platform worker's continuance commitment is, the more they will be locked into the OLP. With this knowledge in mind, a platform worker's reputation within an OLP without the possibility of reputation

transfer also becomes such a 'side bet'. Because this reputation is a valuable social capital resource, and will become worthless if they start using another OLP. While these platform workers have invested time and effort to create and maintain this reputation. Remember that for a decent reputation can be held, platform workers have to complete a certain number of transactions while receiving good feedback (Xiong & Liu, 2004). And for someone to maintain this reputation, a constant level of quality has to be delivered (otherwise the mean feedback rating can drop quickly). Eventually, if a platform worker leaves the OLP without reputation transfer, all the time and effort that has been put in this reputation will be lost. This means that the higher one's reputation level will become, it can be assumed that one's continuance commitment also will increase. This is in line with the COR theory, which predicts that individuals always want to retain and protect their resources (Hobfoll, 1989). Because platform workers would not want to lose their valuable resources (e.g. reputation). And it also is empirically backed by the research of Iverson and Buttigieg (1999), where it was shown that sunk costs or investments within an organization was positive related with continuance commitment. In this context, the sunk costs or investment represents the time and effort generally put into the creation of one's reputation (Xiong & Liu, 2004). Therefore, I propose the following:

H2: The level of a platform worker's reputation on the source platform will positively influence their continuance commitment towards the source platform.

At first glance, one would expect that any kind of commitment will be negatively related to the perceived usefulness of reputation transfer. Because every form of organizational commitment refers to "a psychological state that binds the individual to the organization (i.e. makes turnover less likely)" (Allen & Meyer, 1990, p. 14). Which makes it seem logical that every form of commitment would have a negative relation with the perceived usefulness of reputation transfer because no one would want to work at another OLP. And workers will see no usefulness in something they simply will not use. However, in line with the earlier discussed 'lock-in' effect, it can be assumed that the implementation of reputation transfer could mean that the perceived costs of working for another platform would decrease. Because the 'cold-start' problem will be resolved with the help of reputation transfer (Hesse & Teubner, 2019). Beside this, the chances are high one would have a profitable reputation available for transferring if the continuance commitment is high. Again, this reasoning is in line with the COR theory (Hobfoll, 1989). Because platform workers get the possibility to bail themselves out of the 'lock-in' effect and retain, protect, or even build their reputation when taking it to another platform. Therefore, this paper assumes that the higher a platform worker's perceived costs of going to work for another platform (i.e. continuance commitment), the higher the perceived usefulness of reputation transfer will be.

H3: A platform worker's continuance commitment towards the source platform will positively influence their perceived usefulness of reputation transfer towards a target platform.

The positive relation between a platform worker's reputation and their perceived usefulness of reputation transfer has been discussed until this point. It is an indirect one that is mediated by continuance commitment. Reason for this being that platform workers will not automatically see usefulness in reputation transfer when their reputation is high. Before platform workers can see the usefulness of reputation transfer, they have to make sense of their relation with the source platform. Only when they perceive that their source platform is locking them in, through the different 'side-bets' making up continuance commitment (Meyer & Allen, 1984; Becker, 1960), usefulness can be seen in reputation transfer. Because it is only at this moment, that platform workers can perceive the advantages which lie at the core of reputation transfer (reducing their 'side-bets') as relevant for them.

H4: Continuance commitment mediates between the level of a platform worker's reputation on the source platform and their perceived usefulness of reputation transfer towards a target platform.

The possible paradoxical relation between a platform worker's reputation and their perceived usefulness of reputation transfer becomes clear when looking at the second type of commitment. Affective commitment consists out of an emotional orientation towards an organization/platform. Meaning that people stay with their organization/platform not because of instrumental worth, but just for its own sake and their feelings towards this entity (Meyer & Allen, 1984). To explain the relation between a platform worker's reputation and affective commitment, the SIT is used. This theory suggests that everyone classifies themselves and other people into all kinds of social categories (Tajfel & Turner, 2004). For example, this can include of gender, religions, organizations, or even platforms. In line with the SIT, it is expected that a higher level of individual social capital within a category (e.g. reputation in a platform) will cause more identification with that specific category (Tjahjono, 2014). And make people more inclined to look at the social aspect of that category instead of the economic one (Tjahjono, 2014). This makes it reasonable to assume that a higher level of reputation (i.e. a higher level of individually focused social capital) will cause a higher level of affective commitment towards a specific platform. Alikhani et al. (2014) also did empirical research which confirms the assumption that a higher level of individually focused social capital increases one's affective commitment.

H5: The level of a platform worker's reputation on the source platform will positively influence their affective commitment towards the source platform.

As mentioned before, all other forms of commitment are believed to have a negative effect on the perceived usefulness of reputation transfer. Simply because platform workers that are more committed to their current OLP would less likely want to leave their OLP (Allen & Meyer, 1990). Meaning that

they will not see any benefits in reputation transfer if they know that they are not going to use it. Because affectively committed platform workers will not be interested in reducing their 'side-bets', they do not even want to leave their source platform, and may even see leaving their current OLP as a sort of treason. Leading to a paradoxical relationship between a platform worker's reputation and their perceived usefulness of reputation transfer. Because through the two different kinds of commitment, a higher reputation is assumed to have both a positive and negative impact on the perceived usefulness of reputation transfer.

H6: A platform worker's affective commitment towards the source platform will negatively influence their perceived usefulness of reputation transfer towards a target platform.

The last two hypotheses focused on the negative relation between a platform worker's reputation on the source platform and the perceived usefulness of reputation transfer towards a target platform. Which, again, is an indirect one. This time, mediated by affective commitment. Before platform workers can notice that their reputation negatively affects their perceived usefulness of reputation transfer, they have to experience how this reputation is positively influencing their relation with the source platform. Only at the point that one's reputation is noticeably causing an increase in their identification with the source platform, which it will according to the SIT (Tjahjono, 2014), platform workers will less likely want to leave the source platform because of their reputation. Resulting in not seeing the possible advantages of reputation transfer as relevant for them.

H7: Affective commitment mediates between the level of a platform worker's reputation on the source platform and their perceived usefulness of reputation transfer towards a target platform.

Boundary conditions

There are two main reasons for implementing some boundary conditions within this research model. First of all, the heterogeneity of OLPs. More specifically, heterogeneity regarding HR practices. As mentioned before, OLPs profile themselves as intermediaries without an employment relation with their platform workers (Meijerink et al., 2021). However, their HR practices do not always imply that this is true (Meijerink et al., 2019). But these HR practices are not the same for every OLP, and they can have different effects on their platform workers. For example, they could try to maximize the earlier discussed 'lock-in' effect in order to keep platform workers at their OLP. Which makes it important to study the effects these different HR practices can have on the research model discussed so far.

Second of all, the heterogeneity of platform workers is another reason for implementing further boundary conditions. More specifically, heterogeneity regarding a platform worker's job dependence. Which has been showed a major factor in determining a platform worker's overall platform working experience (Schor et al., 2020). For example, platform workers with a low job dependence may be not as interested in a concept like reputation transfer then someone who is highly dependence on their

platform work. And therefore, it can have an influence on the way in which they perceive the usefulness of reputation transfer.

OLPs HR practices

Traditionally speaking, OLPs are not seen as being responsible for HR practices (Kuhn & Maleki, 2017; Meijerink & Keegan, 2019). The main reason for this being that these OLPs generally deny an employment relationship between their platform and the platform workers (Meijerink et al., 2019). Therefore, one could argue that studying HR practices is not relevant in an OLP context. However, Meijerink et al. (2019) have found that some OLPs are actually using HR practices that imply an employment relation between the platform workers and the OLP itself. For example, these practices can consist of training, workforce management, and appraisal (Meijerink et al., 2019). Because these three practices are generally used by OLPs, these will also be the HRM practices studied in this research. With these practices, OLPs try to ensure an increase in revenue and market share by controlling and coordinating platform workers (Meijerink et al., 2019; Frenken et al., 2020). It is important for this research to study these practices because different HR practices can influence work related attitudes of individuals. This statement is supported by both the signaling theory (Casper & Harris, 2008) and the social exchange theory (Eisenberger et al., 1986). In line with these theories, workers in an organization (or platform in this case) will see some HR practices as a commitment and investment the organization makes towards them. As a consequence, they will try to reciprocate to that specific organization (Hannah & Iverson, 2004). More specifically, in line with the gain spiral principle from the COR theory, workers who are perceiving certain HR practices within their organization/platform are more likely to invest in knowledge, skills, and abilities (KSAs) that are deemed useful in that organization (Halbesleben et al., 2014; Meijerink et al., 2020). Resulting in a possible increase of platform specific human capital this platform worker possesses.

Where social capital comes into existence through relations among people that facilitate action, human capital comes into existence through skills and capabilities within a person that facilitate action (Coleman, 1988). More specifically, Becker (1994, p. 16) stated that human capital can consist of "knowledge, skills, health, or values". Becker (1994) also mentioned that education and training can be seen as the main investments one makes to create human capital. Which, in an OLP context, can be provided by the OLP a platform worker uses. But within this education and training, a separation can be made between general- and specific education/training (Becker, 1994). General education and training would theoretically increase the marginal productivity of platform workers by precisely the same level within the OLP providing the education or training as in other OLPs (Becker, 1994). However, education or training that would increase the marginal productivity of platform workers at a higher level within the OLP that is providing the education or training can be referred to as specific (Becker, 1994). Last of which can result in a concept called platform specific human capital. Which is just an adjustment of the better-known firm specific human capital. Firm specific human capital is generally defined as

"knowledge, skills, and abilities (KSAs) that have limited applicability outside of the focal firm" (Coff & Raffiee, 2015, p. 327). Resulting in platform specific human capital being the KSAs specific to that platform or OLP. These KSAs that are embedded within human capital generally allow for economic growth (Coleman, 1988). Examples of this platform specific human capital can be knowing how a specific OLP app works or knowing how and being able to utilize one's reputation in the environment of one specific OLP.

One may have noticed that the KSAs of human capital can be compared to the 'side bets' that were discussed earlier. Think of the example Meyer and Allen (1984) mentioned as a possible 'side bet': organization specific skills (i.e. a form of human capital). So, when platform workers have a high level of platform specific human capital, they will generally have more 'side bets' (including 'side bets' related to their reputation). Meaning that the relation between a platform worker's reputation and their continuance commitment will strengthen if they have more platform specific human capital because the number and/or importance of their (reputation related) 'side bets' will be higher. And the level of platform specific human capital depends on the OLPs HR practices. Therefore, I propose the following:

H8: HR practices of the source platform positively moderate the relation between a platform worker's reputation on the source platform and their continuance commitment towards the source platform, while being mediated by platform specific human capital.

Job dependence

The second boundary condition focusses on a platform worker's job dependence, which consists out of occupational mobility and economic security (Greenhalgh & Rosenblatt, 1984). Where occupational mobility can be referred to as the perceived probability of getting a similar job somewhere outside the current organization (or OLP in this case) (Cheng & Chan, 2008). And economic security can be referred to as the perceived capacity to accommodate one's living expenses without their current job (Cheng & Chan, 2008). When both occupational mobility and economic security are low, the job dependence will be high. Greenhalgh and Rosenblatt (1984) stated that employees with a high job dependence have more to lose and therefore react more strongly to job insecurity. Besides this, job dependence in an OLP context has shown to wear away the highly praised flexibility platform workers can have in their platform work (Schor et al., 2020). At the same time, Schor et al. (2020) have found that security and some kind of access to alternative income sources can be seen as a precondition to a satisfying working experience for platform workers. Therefore, this paper assumes that platform workers with a lot of job dependence will always try to reduce this dependence. This dependence can be reduced by either increasing occupational mobility or by increasing economic security (Greenhalgh & Rosenblatt, 1984). A logical way to increase occupational mobility is by lowering the previously mentioned 'lock-in' effect. Which can be achieved by using reputation transfer (Hesse & Teubner, 2020). This shows the reason for this study to make the assumption that job dependence eventually will strengthen the relation

between a platform worker's continuance commitment towards the source platform and the perceived usefulness of reputation transfer towards target platforms.

However, this relation is assumed to be indirect and mediated by a need for 'multi-homing'. A concept which is used to explain the practice of working on different platforms at the same time (Teubner et al., 2020). With the help of 'multi-homing', a platform worker will no longer be dependent on only one platform (and consequently not be dependent on just one source of income). Resulting in better work satisfaction, more autonomy, generally better hourly wages, and overall better working conditions (Schor et al., 2020). But when a platform worker does not see any need for 'multi-homing', both the continuance commitment and the job dependence they have will not be seen as something unwelcome. They will not perceive that they have been 'locked-in' the platform, because they simply do not want to get out. And logically will not see a lot of use in something they are not expecting to actually use in the future. Meaning hypothesis three is not expected to hold all the time, depending on one's job dependence and need for 'multi-homing'. Which, of course, can be reversed. When a platform worker feels a lot of need for 'multi-homing', they want to (partly) get out of their current platform and work on another target platform that their online reputation can be transferred to. Making the continuance commitment they have unwelcome, as it is locking them in. Resulting in them seeing more usefulness in reputation transfer. Because this can give them a ticket to get out of both the 'lock-in' effect (Hesse & Teubner, 2020) and the job dependence.

H9: Job dependence will positively moderate the relation between a platform worker's continuance commitment towards the source platforms and their perceived usefulness of reputation transfer towards a target platform, while being mediated by a need for 'multi-homing'.

Behavioral intention to use

Eventually, the real-life usage (in line with the TAM) will be determined by the behavioral intention to use (Davis et al., 1989). Which is directly influenced by the perceived usefulness. Therefore, this concept will be integrated within this study's model by which future usage can be predicted.

H10: A platform worker's perceived usefulness of reputation transfer towards a target platform will positively influence their behavioral intention to use reputation transfer.

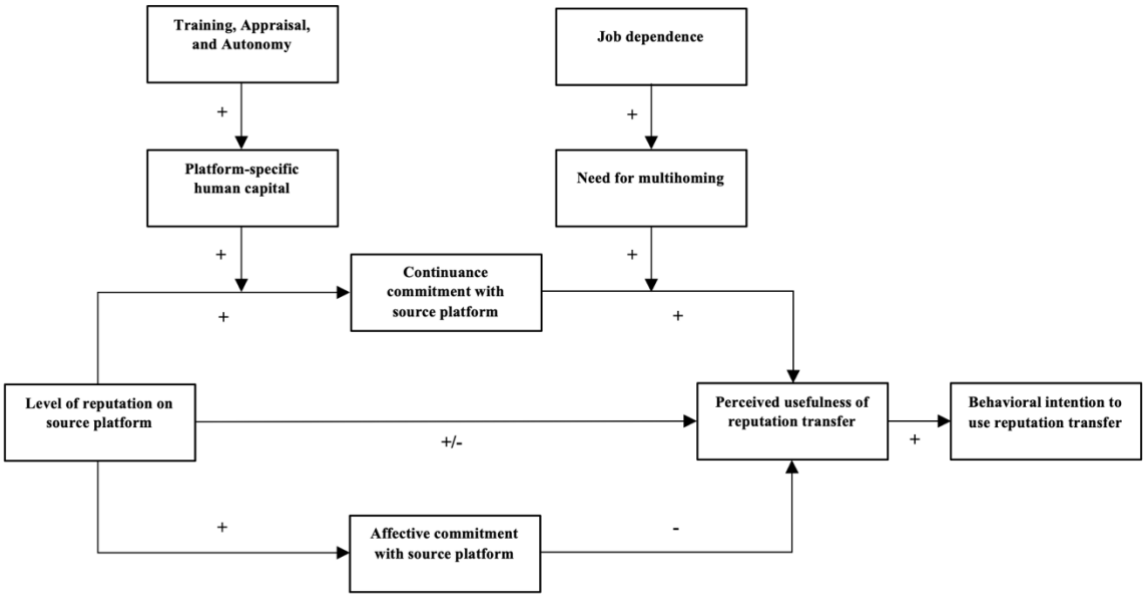

Figure 3: Conceptual research model including all hypotheses

Method

Sample and procedure

To study this research model including all the integrated hypotheses, survey data that was collected from 1114 number of platform workers in the Netherlands. The survey was distributed by e-mail. Before the complete distribution, a pilot was used by sending the survey to five platform workers per platform to test the survey. On the starting page of the survey, the study was explained briefly, giving special emphasis on the value of respondents' participation. Also mentioning that all the data will be collected anonymously, and be used for academic purposes exclusively. In the beginning of the survey, the platform workers were asked which (main) platform they use. This answer was integrated into the survey to make the questions applicable for each specific respondent. To further encourage participation, it was mentioned that one of the participators could receive an iPad for completing the whole survey. A week after the survey was distributed, a reminder was sent to encourage non-respondents to also complete the survey. The same was done another week later. Besides using a Dutch survey (since the survey was distributed in the Netherlands), there will also be an English variant. First of all, because platform work often is a popular occupation among immigrants (Berger et al., 2019). And second of all, because platform workers are generally more educated than the general population (Pesole et al., 2018).

There were no missing values, because of using a forced-entry technique. In spite of the complex research model with nine different variables, the survey was kept as short as possible (approximately 61 items) to reduce the likelihood of non-differentiation between questions. The items were also placed on different webpages for the same reason.

Every respondent's standard deviation was calculated to detect potential 'straightlining'. While doing this check, 17 respondents were found to be 'straightlining'. Meaning that the data of these

respondents were deleted. After deleting the data of these respondents, 1097 respondents were left who managed to complete the whole survey without 'straightlining'. Out of all the 1097 valid respondents, 39,1% was male and 58,2% was female of which most grew up in the Netherlands (around 80%). Besides this, less than half of respondents, around 30%, were using different OLPs to gain access to work (i.e. multi-homing). Most respondents, around 97%, were either using Roamler, Charly Cares, Helpling, Temper, or YoungOnes as their main OLP. Besides this, the average age of the respondents was 32 (SD= 11).

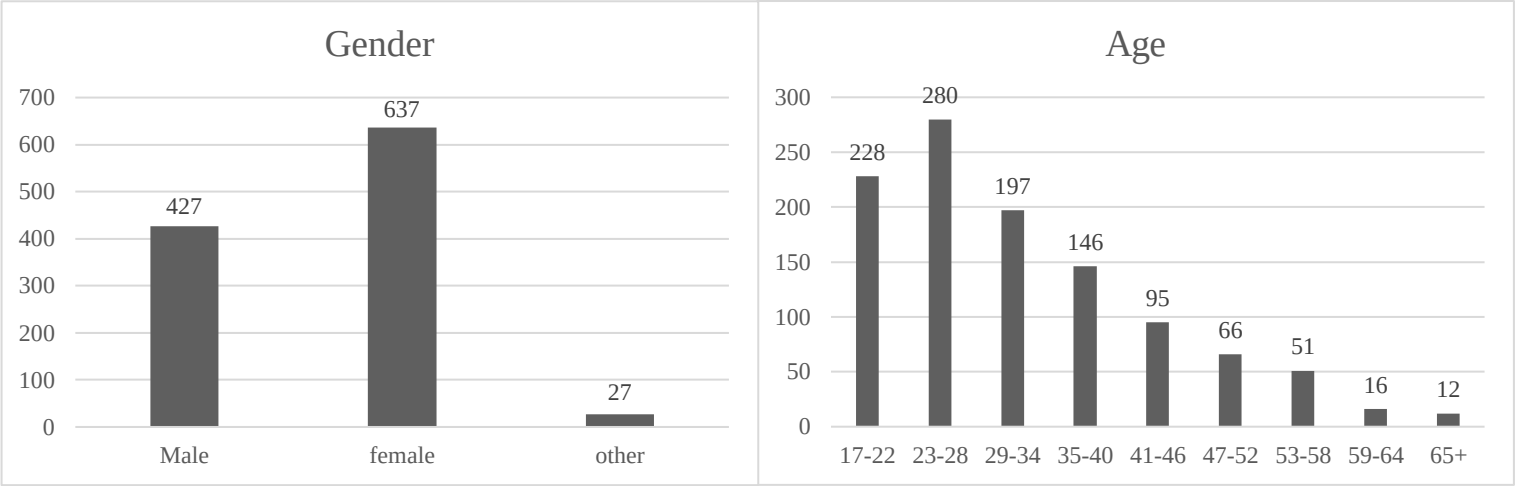

Figure 4: Demographics

Measures

Almost every scale used in this study, is an existing and proven one. However, there was no relevant scale for OLP HR practices. More specifically, for the autonomy category of HR practices. Therefore, this is the only variable for which a scale was developed with the help of Dr Jeroen Meijerink. All the items (except for reputation) were answered on a 5-point Likert scale, ranging from 'strongly disagree' to 'strongly agree'. The survey scales in full, can be found in the appendix. After the survey, the reliability of the scales was measured. Some items were removed from the scales that would had insufficient reliability otherwise.

A platform worker's reputation on their source platform

As mentioned before, a platform worker's reputation consists out of the mean feedback score (ranging from one to five) that this platform worker has received out of all the past transactions (Lehdonvirta et al., 2019). This operationalization is in line with pas research (e.g. Teubner et al., 2020).

Continuance commitment and affective commitment

To measure the continuance commitment a platform worker has towards the source platform, most of the original continuance commitment scale of Allen and Meyer (1990) will be used. Which consists out of eight different items. One item was deleted due to its complexity which was not representative of an OLP context. The only further adjustment this study will make concerning this scale is replacing the context from a traditional employment relationship towards a OLP context. An example of an item that was integrated is the item: "Right now, staying with [platform] is a matter of necessity as much as desire" ($\alpha = .93$)

The same goes for the affective commitment scale. Also adopted form Allen and Meyer (1990) which originally consisting out of eight items. However, two items were not relevant and therefore left out of this study. Besides this, one item had a negative effect on the reliability of the scale (item 3). This item was therefore deleted, resulting in a scale consisting out of three items. An example of an item that was used is: "I enjoy discussing [platform] with people outside it" ($\alpha = .66$).

Perceived usefulness of reputation transfer towards a target platform

The original perceived usefulness scale developed by Davis (1989) was focused on job performance in an organizational context. More specifically, the scale mainly focused on working more efficient and effective (Davis, 1998). Because this study does not have a traditionally organizational context, the items will be used in a slightly different way. More specifically, a scenario is delivered to the respondents in which they have the possibility to transfer their reputation. After this, the attitude towards this possibility is studied using the attitude scale from the study of Agarwal and Prasad (1999) consisting out of four items. Small adjustments were made to stay in line with an OLP context. The scale turned out to be unreliable because of one specific item (item 3). Therefore, this item was deleted and three items were left. An example is the item: "It is important for me to have the choice to take my online reputation to a similar platform." ($\alpha = .81$).

OLPs HR practices

As mentioned earlier, the OLPs HR practices are divided in three different categories; training, appraisal, and autonomy. For the training category, the scale used by Bell et al. (2017) was adopted, which includes four items. It was only adjusted to fit an OLP context. An example is the following item: "[Platform] makes an effort to increase my knowledge of products and services offered by [platform]" ($\alpha = .88$).

For the appraisal category, a scale was adopted from Nishii et al. (2008). Some adjustments were made to measure the effectiveness of these appraisal activities. As this can be important for the reciprocate needs of workers. For example, the following item was used: "The customer reviews are being used to control my activities" ($\alpha = .86$).

Last, a scale for autonomy was developed. Eventually, it consisted out of four items after one item (item 5) was deleted because of reliability reasons. For example: "I have a lot of freedom in deciding which jobs I want to carry out through [platform]" (α = .78)

After the reliability testing, an exploratory factor analysis was conducted with the help of principle component analysis. A confirmatory factor analysis was not used because this type of factor analysis is not available within SPSS. But the results of this analysis were in line with the idea of using the three expected factors with their corresponding items. Because the Eigenvalue dropped below 1 at four factors. Besides this, the KMO came out to be .842 and the Barlett's test of sphericity was significant ($p<.001$). These results indicate that this data is suitable for structure detection. As a consequence of this factor analysis, these three HR activity scales will all be tested separately.

Platform specific human capital

To measure platform specific human capital, the scale of Bell et al. (2017) will be slightly adjusted and used. It focused on measuring firm-specific human capital. But these items can easily be adjusted to be relevant for a platform context instead of that of a firm. It consists out of three items in total. An example of an item used is: "I have a much greater knowledge of how [platform] operates than I do of other platforms" (α = .86)

Job dependence

Job dependence consist out of occupational mobility and economic security (Greenhalgh & Rosenblatt, 1984). Meaning that both of these constructs will be measured. To measure occupational mobility, this study will adopt the three item job alternatives (i.e. occupational mobility) scale which was developed by Van Dam (2005). Only adjusting this scale to an OLP context. An example item is: "If I stop working at [platform], it will be difficult for me to find another job" (α = .83)

Economic security will be measured by the job dependency scale of Clark (2005) that consists out of four items. Again, there will only be changes made to make sure the scale fits in an OLP context. An example item is the following: "My income from my job on [platform] is important to me" (α = .86)

When combining these scales into one job dependence scale, it was even more reliable than both of them separated. Therefore, in line with Greenhalgh & Rosenblatt (1984), occupational mobility and economic security will be combined into one job dependence scale (α = .88).

The need for 'multi-homing'

To measure the platform worker's need for 'multi-homing', the scale van den Heuvel et al. (2015) developed to measure the perceived need for change will be slightly adjusted and used. Consisting out of four items, for example: "I believe it is needed for me to work for multiple platforms" (α = .83)

Behavioral intention (BI) to use reputation transfer

Eventually, behavioral intention to use reputation transfer will be measured based on the scale of Agarwal and prasad (1999). Eventually consisting out of two items that are specified to a OLP context. For example: “Once possible, I intend to start taking my reputation to another platform that is similar to [platform]” ($\alpha = .83$).

Control variables

Turnover intentions

Turnover intentions can influence the attitude someone has concerning reputation transfer. For example, if a worker really wants to leave their current OLP and mainly wants to start working for another OLP, it can be argued that their perceived usefulness of reputation transfer will be higher. Therefore, the same scale will be used as Cohen et al. (2015) used in order to measure turnover intentions. More specifically, respondents will be asked if they are considering to stop working for their OLP in the next three months.

Stepping stone

Besides this, every respondent in this study will be asked to what extent they consider working for an OLP as a stepping stone for working either as a normal employer, or as an entrepreneur. This is done because it can be argued that workers who are doing platform work for only a short amount of time will not perceive the usefulness in a reputation transfer towards other platform work. And to highlight the difference between ‘entrepreneurs’ and general employees.

Age

Last, this study takes into account the age of every respondent. Because it has been shown that age can have an influence on the kind of HR practices a worker prefers (Kooij et al., 2010). Therefore, it could also have an influence on the moderating effect OLPs HR practices can have on the relation between one’s reputation and their affective commitment.

Data analysis

First of all, hypothesis 1 will be tested using a simple linear regression model. But the research goal of this paper is studying the hypotheses concerning the mediating role of continuance- and affective commitment between a platform worker’s reputation on the source platform and their perceived usefulness of reputation transfer towards a target platform. The mediation through continuance commitment is also being moderated two times within the model, which makes the PROCESS macro in SPSS by Hayes a very suitable way of testing the hypotheses (Hayes, 2012). More specifically, this study makes use of model 6 to test hypotheses 2 – 7 in which variable X= a platform worker’s reputation,

Y= the perceived usefulness of reputation transfer, M1= continuance commitment, and M2= affective commitment. Second, to test if there is a moderation present in hypotheses 8 and 9 (if not, the hypotheses can be rejected), model 21 is used. In which X= a platform worker's reputation, Y= the perceived usefulness of reputation transfer, M= continuance commitment, W= human capital, and Z= multihoming needs. If there is a significant moderation effect, further analysis will be done to test the mediation assumption also present in these hypotheses. Last, hypothesis 10 will be tested using a linear regression model. While testing all these hypotheses, the discussed control variables were all included.

Because PROCESS uses a set of regression models to test the hypotheses, there are some assumptions that should be mentioned and dealt with. First of all, the assumption of normality is dealt with by using the option of bootstrapping in the PROCESS macro. Second, homoscedacity will also be no issue because robust standard errors were used in the PROCESS macro (i.e. HC4) (Hayes, 2012). Last, the linearity assumption was checked before starting the analysis by looking at the scatter plots for all independent and dependent variables (see appendix B). Although some scatter plots were not typically linear (e.g. continuance commitment had a lot of 1 scores, distorting the 'linear' image). Non-linearity could not be confirmed and therefore the assumption of linearity is not rejected. Besides these assumptions, measurement error is not directly accommodated by a multiple regression analysis. However, by mostly using summated scales, this study mitigates the measurement error. Last, multicollinearity was checked by looking at the VIFs of every summated variable. Of these VIFs, none came above the value of 4. Which is argued as a recommended maximum by some (Pan & Jackson, 2008).

Results

Descriptive statistics

In table 1, all the correlations among the study variables can be found. There are some interesting correlations that are further elaborated on in the discussion chapter. Besides this, one can already observe that platform workers seem to perceive usefulness in the concept of reputation transfer (M= 3.82). Also, there seems to be a significant intention to use reputation transfer when it becomes available (M= 3.54). Already giving some indications about the way platform workers perceive the concept of reputation transfer.

Table 1. Means, standard deviations, and correlations among the study variables

Variable		M	SD	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1.	Reputation	4.29	.97																
2.	Number of platforms performing work on	1.31	.74	.047															
3.	Continuous commitment	2.40	1	.126**	.101**														
4.	Affective commitment	3.16	.66	.201**	.003	.196**													
5.	Perceived usefulness	3.82	.84	.163**	.037	.150**	.159**												
6.	Intention to use	3.54	.94	.124**	.042	.137**	.125**	.642**											
7.	Training	3.49	.84	.141**	-.029	-.030	.342**	.028	-.024										
8.	Autonomy	3.88	.66	.148**	-.058	-.052	.193**	.118**	.053	.381**									
9.	Appraisal	3.55	.74	.264**	.008	.224**	.375**	.459**	.386**	.198**	.216**								
10.	Human capital	3.50	.82	.194**	.108**	.234**	.354**	.328**	.283**	.241**	.183**	.453**							
11.	Need for multihoming	2.54	.90	.012	.238**	.491**	.088**	.170**	.224**	-.136**	-.084**	.111**	.180**						
12.	Job dependence	2.48	.88	.123**	.097**	.759**	.155**	.104**	.090**	-.048	-.070*	.166**	.169**	.493**					
13.	Job satisfaction	3.97	.78	.257**	-.082*	.081**	.383**	.165**	.088**	.372**	.353**	.329**	.273**	-.063*	.072*				
14.	Stepping stone for entrepreneurship	2.58	1.18	.071*	.066*	.402**	.167**	.119**	.154**	.045	-.030	.252**	.179**	.369**	.379**	.061*			
15.	Stepping stone for a normal job	2.41	1.10	.087**	.013	.419**	.057	.073*	.091**	.008	-.021	.236**	.142**	.277**	.402**	.046	.581**		
16.	Turnover intentions	2.26	1.10	-.140**	-.039	.136**	-.373**	-.021	.009	-.211**	-.136**	-.046	-.057	.137**	.077*	-.285**	.133**	.288**	
17.	Age	32	11	-.066*	-.015	-.039	.076*	-.073*	-.035	-.034	-.026	-.065*	-.096**	.016	-.041	-.058	.128**	.104**	-.038

*** = Significant at the p<0.01 level (2-tailed) * = Significant at the p<0.05 level (2-tailed)*

Hypotheses testing

Hypothesis 1 assumed that one's reputation can positively or negatively influence one's perceived usefulness of reputation transfer. The results of a simple linear regression show that hypothesis 1a can be confirmed while hypothesis 1b can be rejected, b= .128, t(1085)= 4.890 p<0.001, R2= .040. Meaning that there is a significant direct positive relation between one's reputation and their perceived usefulness of reputation transfer. After this test, model 6 of the PROCESS macro in SPSS was used. Which showed that hypothesis 2 can be confirmed, b= .077, t(1084)= 2.598 p<0.01. Meaning that one's reputation has a positive relation with one's continuance commitment. Just like hypothesis 3 that expected a positive relation between this continuance commitment and the perceived usefulness of reputation transfer, b= .083, t(1083)= 3.183 p<0.01. However, this does not automatically indicate that continuance commitment actually (partially) mediates the relation between one's reputation and their perceived usefulness of reputation transfer. But when taking a look at table two, it becomes clear that this mediation is significant which confirms hypothesis 4.

When taking a look at the other mediation hypothesis, it first of all becomes clear that one's reputation indeed has a significant positive relation with one's affective commitment, b= .0919, t(1085)= 4.505 p<0.001. This confirms hypothesis 5. Second, hypothesis 6 which assumed a negative relation between one's affective commitment and the perceived usefulness of reputation transfer is not confirmed. Rather, a significant positive relation is found, b= .155, t(1083)= 3.409 p<0.01. Last, the (partial) mediation also turned out to be positive and significant as can be seen in table two (confirming

hypothesis 7). It is noteworthy that although both mediation effects are significant, they are small. The R2 of the whole model came out to be .2176.

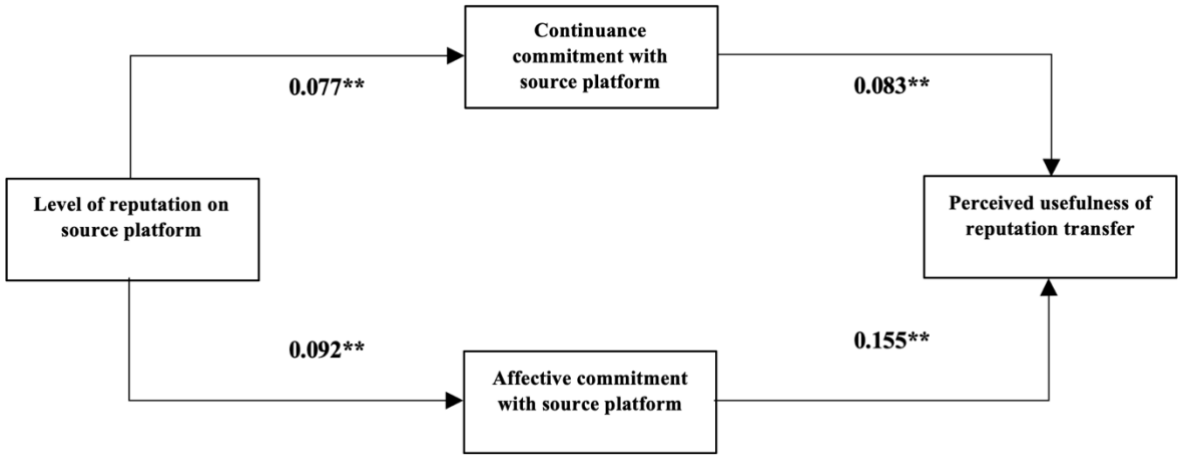

Figure 5. The mediating roles of continuance – and affective commitment

** = *Significant at the p<0.01 level*

Table 2. Bootstrapped indirect effects

Indirect Effect	Effect	SE	BootLLCI	BootULCI
REP → CC → PU	.006	.003	.001	.014
REP → AC → PU	.014	.005	.005	.026

Hypotheses 8 and 9 both included a moderation assumption. Therefore, the interaction effects and their significance were tested with model model 7 and 14 of the PROCESS by Hayes macro respectively. The interaction of platform specific human capital and a platform worker's reputation towards continuance commitment turned out to be not significant, *b*= -.017, t(1083)= -.518, p= .604. Therefore, hypothesis 8 can be rejected. It is noteworthy however, that the direct effect of platform specific human capital on continuance commitment was somewhat significant (p= .077) and positive, *b*= .254, t(1083)= 1.769, p<.10. The interaction effect of multihoming needs and continuance commitment towards the perceived usefulness that was tested for hypothesis 9 was also not significant, *b*= .031, t(1082)= 1.228, p= .220. The bootstrapped results of the conditional indirect effects can be found in table 3. These results are in line with the interaction effects, because they are both not significant. However, it is noteworthy that the direct effect of both these assumed moderators turned out to be significant, p<0.01. Therefore, alternative relationships were tested that leave the moderation effects out. But first, hypothesis 10 is confirmed by a simple regression analyses, *b*= .716, t(1096)= 27.685 p<0.001. More specifically, the perceived usefulness turned out to explain 41% of the variance in behavioral intention to use with a Rsquared of .412.

Table 3. Index of moderated mediation REP→CC→PU

	INDEX	BOOTSE	BOOTLLCI	BOOTULCI
Human Capital	-.0017	.003	-.009	.005
Multihoming Needs	.003	.003	-.002	.010

Alternative Relationships

Because of the somewhat significant direct relationship that platform specific human capital had with continuance commitment, more tests will be done on this relation while also taking the OLPs HR activities into account. More specifically, using model 4 of the PROCESS by Hayes macro to test if there is a significant mediation present like suggested in hypothesis 8. This is done for each of the three HR activities. First of all, training turned out to have a significant positive effect on a platform worker's platform specific human capital, *b*= .224, t(1085)= 6.915, p<.001. And while being mediated by platform specific human capital, it also had a significant positive relation with continuance commitment. This can be seen in table four. Autonomy also had a positive and significant relation with platform specific human capital, *b*= .220, t(1085)= 5.281 p<0.001. And again, it has a significant relation with continuance commitment while being mediated by platform specific human capital (see table 4). Last, appraisal also turned out to have a significant positive relation with platform specific human capital, *b*= .486, t(1085)= 13.070 p<0.001. Besides, it also had a significant positive relation with continuance commitment while being mediated by platform specific human capital (see table 4).

Table 4. Bootstrapped indirect effect alternative relationships

Indirect Effect	Effect	SE	BootLLCI	BootULCI
TR→HC→CC	.049	.010	.030	.071
AUT→HC→CC	.047	.013	.025	.074
APP→HC→CC	.082	.020	.043	.122

When looking at the whole research model again, one could argue that the perceived usefulness of reputation transfer does not really matter as long as platform workers are intending to use it in the future. Therefore, the mediation model will be tested again while leaving the perceived usefulness out and replacing it with intention to use. First of all, the level of one's reputation has a comparable effect on one's intention to use as on one's perceived usefulness of reputation transfer, *b*= .110, t(1085)= 3.768 p<0.001, R2= .037. In line with this, the effect affective commitment has on one's intention to use is also comparable to that on perceived usefulness, *b*= .134, t(1083)= 2.391 p<0.05. But the difference is that continuance commitment no longer has a significant effect on intention to use instead of perceived usefulness, *b*= .060, t(1083)= 1.787 p= 0.074. Which is in line with the bootstrapped indirect effects that are measuring the mediation effects shown in table 5.

Table 5. Bootstrapped indirect effects

Indirect Effect	Effect	SE	BootLLCI	BootULCI
REP → CC → INT	.006	.004	-.001	.015
REP → AC → INT	.011	.005	.002	.037

Discussion

The main goal of this study was testing to which extent affective- and continuance commitment mediate the relation between a platform worker's reputation and their perceived usefulness of reputation transfer. The assumption was made that one's reputation would have a positive effect on the perceived usefulness of reputation transfer through continuance commitment, and that reputation would have a negative effect on the perceived usefulness of reputation transfer through affective commitment. This assumption was not completely confirmed by the results. This does not mean that the results are not interesting and useful for others. Because even though there is some comprehensive literature about reputation transfer (e.g. Teubner et al., 2019), it still is rare. Making it necessary to extent this body of work, which this paper hopes to accomplish through its research and results. Especially because no relevant literature can be found on the platform worker's perspective towards reputation transfer, until now.

Implications for research

The first interesting and surprising result may be the positive mediation between one's reputation and their perceived usefulness of reputation transfer through affective commitment. In line with the SIT (Tjahjono, 2014), it was expected that this would be a negative mediation. Because one's affective commitment could indicate a platform worker's unwillingness to leave their current OLP and consequently perceiving no usefulness in something like a reputation transfer. However, there may be an explanation for the fact that the results show the exact opposite. This explanation can be backed up by some noteworthy observations that can be made when taking a look at table 1. First of all, it seems to be the case that job satisfaction positively and significantly correlates with both the perceived usefulness of reputation transfer and the intention to use reputation transfer. While one would assume that if a worker is satisfied with their job that they would not want to work on another OLP. However, it may be the case that platform workers do not see their job as part of a specific OLP. Moreover, they could see their job as something they do independently. With the OLP acting as the middle man. The positive correlation between affective commitment and the need for multihoming supports this statement. Because if a platform worker is affectively committed to their main OLP and simultaneously has a need for multihoming, it seems like they need the security/work from multiple OLPs in order to

keep working on their main OLP (i.e. seeing themselves as a sort of entrepreneur). Which again, shows paradoxicality in the way platform workers see their OLPs. On the one hand they see them as platforms on which they perform work independently (i.e. entrepreneurs), on the other hand they recognize that these platforms are using certain HR practices which are common in traditional employment relations (i.e. employer). Therefore, more comprehensive studies on the extent to which platform workers see their OLPs as traditional employers or not can be interesting. When taking a look at the correlation table again, it is noticeable that while affective commitment is positively and significantly correlated to using platform work as a stepping stone for entrepreneurship, it is not significantly correlated to using platform work as a stepping stone for a normal job. These results align with the argument that platform workers who like their work (e.g. have more affective commitment), see themselves as entrepreneurs that are a part of the whole platform economy instead of one specific OLP. Therefore, affective commitment could mean something significantly different in an OLP environment then it does in a traditional working environment. Which seems to be in line with statements of Van Rossenberg et al. (2018) who state that the nature of workplace commitment might change along with a change in the nature of one's workplace. Giving academics new insights in the way that platform workers might perceive themselves and their workplace commitment. And this can show how the principle of the SIT (Tjahjono, 2014) still holds true in an OLP environment, but not within one specific OLP.

Second, the confirmation of hypothesis four is important to discuss. The results show that continuance commitment does indeed positively mediates between a platform worker's reputation and their perceived usefulness of reputation transfer. Which may indicate that, in line with the COR (Hobfoll, 1989), platform workers indeed perceive their reputation as a resource. And they prefer to not waste this resource by either staying continuance committed to their main OLP or by using a reputation transfer. With these results, it is shown that the COR still holds true in an OLP environment. It is noteworthy however that the mediation effect was really small. The reason for this might lie in the fact that some platform workers do have a traditional job besides their platform work. Resulting in them either not feeling continuance committed to an OLP or not feeling the need for a reputation transfer.

Third, the rejections of the moderating hypotheses are interesting to take a look at. Hypothesis eight assumed that HR practices would moderate the relation between one's reputation and their affective commitment through their platform specific human capital. Even though there was a mediated effect present, the moderation effect could not be confirmed. There may be a simple explanation for this observation. Because it may be the case that platform workers do not perceive their reputation related 'side bets' to be interlinked with their human capital. Meaning that they make a clear distinction between human – and social capital. Resulting in both human – and social capital having a direct effect, but no moderated and interlinked one. The other moderating hypothesis suggested that job dependence would moderate the relation between one's continuance commitment and their perceived usefulness of reputation transfer through their need for multihoming. The explanation for this rejected hypothesis may

be as simple as the idea that every platform worker, no matter how heavily they depend on their platform work, wants more job security whenever they can achieve this will little effort.

Even though these moderating hypotheses were not confirmed, the relations that were found between different HR practices and the continuance commitment of platform workers can be very interesting. As they can put HRM in a different light than what it is used to. Generally, HR practices that make long-term investments towards employees (e.g. training, autonomy, and appraisal) are seen as something positive. For example, App et al. (2012) proposed that these kind of HR activities positively affect the attractiveness of an employer. Which seems logical when looking at the correlation table in this study, as all the HR activities that were studied positively correlate with the job satisfaction of platform workers. However, the fact that these same HR practices also show a positive and significant effect on continuance commitment while being mediated by platform specific human capital highlight a paradoxical effect of these HR practices in an OLP environment. On the one hand these HR activities appear to create a more pleasant working environment for platform workers. On the other hand, these HR activities make sure that platform workers invest more heavily in their platform specific human capital and therewith increase their continuance commitment to their OLP. This last finding seems to be in line with both the social exchange - and the signaling theory (Eisenberger et al., 1986; Casper & Harris, 2008). It may also contribute to the well-known 'lock-in' effect which can be seen as a problem (Kuhn & Maleki, 2017; Meijerink & Keegan, 2019). But it definitely gives academics an incentive to further research this seemingly paradoxical relation. For example, by finding out if the OLPs are the only one who benefits from these activities in the long run, for which a longitudinal study is required.

Last, and generally speaking, this research adds to current literature by taking a look at the platform worker's perspective towards reputation transfer. Even though there are multiple articles about reputation (transfer) on different platforms (e.g. Teubner et al., 2020; Teubner & Dann, 2018). They mostly take a consumer's perspective towards reputation (transfer) (e.g. its effectiveness in building trust). Leaving the actual users of these reputation (transfers) in the dark. This study fills this gap and shows how platform workers think about reputation transfer, its usefulness, and their intention to use it when it is available. More specifically, it was found that platform workers in general do find reputation transfer useful (M= 3.82) and also intend to use it when it is available (M= 3.54). But more important, this study tested and found that this perceived usefulness of reputation transfer is influenced by one's reputation. More specifically, it is positively and partially mediated by both affective – and continuance commitment and the level of reputation also has a positive direct effect. Meaning that the higher one's reputation, the higher one's perceived usefulness of reputation transfer will be. This shows future studies that they should take the reputation and commitment a platform worker has at their platform into account when looking at the platform worker's perspective of reputation transfer.

Implications for practice

The findings of this study also have some important implications for managers, legislators, and platform workers. First of all, the findings on the relationship between OLPs HR practices and a platform

worker's continuance commitment shows managers that they can implement certain HR practices to keep platform workers within their OLP. Which is an important condition for success in any OLP because of the well-known network externalities (Lin & Lu, 2011). More specifically, managers should implement HR activities that can increase the platform worker's willingness to invest in their platform specific human capital. This can be done by straightforward HR activities like training, but also by HR practices like giving the platform workers their wanted level of autonomy (in line with the social exchange theory, Eisenberger et al., 1986).

However, as the morality of these practices can be questioned, it also creates questions for legislators. They will have to find out if it is right for OLPs to have this much power over their platform workers through their HR activities. Because instead of giving platform workers more control over their own data portability, OLPs in general are actually using certain HR practices that keep their platform workers bound to their platform through continuance commitment. Which shows that until now, OLPs in general do not take the effort to fix the problem. Creating a situation in which legislators may be left with no choice other than interfering. Which may lead to the incentivization of a PIMS, as the EDPS mentioned that they might see this as a necessary step in creating the right conditions for a good and safe OLP environment (EDPS, 2016). And they now know that platform workers in general do see the usefulness of such a system, and that they in general intent to use it when it becomes available. Especially when these platform workers have a high reputation. Exposing the needs of these workers, which is an important first step towards better legislation on this subject. In line with this, managers of a potential PIMS will now know better which kind of platform workers would be willing to use their services. With this knowledge, they can better specify their PIMS to fit the needs of these platform workers.

Last, platform workers may find it useful to know for a fact that OLPs are using certain HR practices that keep them 'locked-in' their platform. This may give them more food for thought before actually choosing a certain OLP to work on. As some OLPs will be putting more effort into locking in platform workers in than others.

Limitations and suggestions for future research

As with all studies, this study suffers from some limitations. First, the usage of the TAM model can be deemed a limitation. The original TAM model has evolved greatly in the last decades. Eventually being part of and resulting in the Unified Theory of Acceptance and Use of Technology (UTAUT) (Dwivedi et al., 2017). Which is more comprehensive and includes far more variables to take into account. Meaning one could argue that the model used in this study is not comprehensive enough and does not grasp the complexity of technology adoption. However, including all the variables that exist within the UTAUT would have created a model too complex for this study. Besides, the TAM (even in its most simple form) has proven itself in the past (Lee et al., 2003). But academics are of course encouraged to conduct a sort like study with a more comprehensive technology acceptance model.

Second, the data analysis method (i.e. the PROCESS macro in SPSS) has some limitations itself. First of all, it does not let us test the whole model at the same time because of the limited number of incorporated models within this macro (Hayes, 2012). Second, in line with this limitation, there were no models present in the data analysis method that allowed for a double consequential mediation. These problems could be solved by using a SEM method. However, the complexity of this study's model would most likely call for some programming skills in order to specify the model correctly in a SEM program. Besides, there was no hypothesis in this study that could not be tested properly because of these limitations. But even though all hypotheses could be tested, the small effects found in the results have to be mentioned. Especially the mediating effects found in this study can be deemed small. However, they are significant and therefore should not be ignored.

Finally, although the data in this study was extensive and collected from different relevant OLPs, it was collected within one country (the Netherlands). Therefore, a future international orientated study will be useful for the generalizability of the results. Especially because of the international nature of the platform economy and subsequentially its management and legislation. Besides this, as in all studies, not every possible variable could be taken into account. This can cause an omitted variable bias in a study. However, all the variables were carefully selected and control variables were added and controlled for during the hypotheses testing to try and reduce this bias as much as possible.

Conclusion

The results of this study can be deemed important for both the academics – and managerial world. More specifically, we now know that the relation between one's reputation and their perceived usefulness of reputation transfer is more complex than what could be expected at first sight. This study shows that it is partially and positively mediated by both affective - and continuance commitment. Besides, it has empirically been shown that OLPs use certain HR practices to increase their workers continuance commitment through the worker's platform specific human capital. While paradoxically, these same HR practices seem to increase the job satisfaction of platform workers.

Eventually, we hope that this study serves as an incentive for other academics to build on this work and examine the relationship between one's reputation and their perceived usefulness in more depth. For example, finding out which mediating variables are missing within our research model. Also hoping to give more clarity to both managers and legislators about this complex and underexposed relation within the platform economy.

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Appendix A

Construct	Original scale	Adapted scale	Source
Level of reputation on source platform = platform-verified signals.	- Average five-star rating = *mean feedback score from clients on a scale of 0 to 5*	Please answer the questions below by reporting the information that is available in your user account of [platform name]: - What is your current average customer rating on [platform name] on a scale from one to five?	Lehdonvirta et al. (2019)
Platform-specific training	- [Company name] makes an effort to increase my knowledge of products and services offered by [company name] - [Company name] tries to improve my skills needed to assess the pros and cons of the different services they offer - [Company name] takes the time to provide me with all information I need on [Company name's] way of doing things - [Company name] gives me all the tools necessary to make informed decisions about the mix of services I buy from them	- [Platform name] makes an effort to increase my knowledge of products and services offered by [platform name] - [Platform name] helps to improve my skills needed to assess the pros and cons of the different services they offer - [Platform name] provides me with all information I need on [platform name's] way of doing things. - [Platform name] gives me all the tools necessary to make informed decisions about the mix of services I buy from them	Bell et al. (2017)
Autonomy		- I am free to decide when I want to carry out jobs through [platform name] - I have a lot of freedom to decide which jobs I want to carry out through [platform name] - I am free to decide how much hours I want to carry out jobs through [platform name] - I have a lot of freedom to decide in which way I carry out jobs for clients through [platform name] - I can always charge my own decided rates when carrying out a job through [platform name]	Self-constructed
Appraisal	[Company name] use their HR practices: - In order to help employees deliver quality service to customers. - So that employees will feel valued and respected. - To try to keep costs down. - Because they are required by the union contract. - In order to get the most work out employees.	The customer appraisals I receive from [platform name]: - Help me to develop my skills. - Make me feel appreciated. - Help me to receive more assignments from [platform name]. - Are useful for me to get hired through [platform name]. - Help me to increase my productivity. - Make me act in line with the wishes of clients. - Are used to control my behavior.	Nishii et al. (2008)
Platform specific human capital	- My understanding of [company name's] services and products is much stronger than of other banks. - I have a much greater knowledge of how [company name] operates than I do of other banks. - I am expert at getting the most out of my relationship with [company name]	- My understanding of [platform] services and products is much stronger than of other platforms. - I have a much greater knowledge of how [platform] operates than I do of other platforms. - I am expert at getting the most out of my relationship with [platform].	Bell et al. (2017).
Continuance commitment	- I am not afraid of what might happen if I quit my job without having another one lined up (R)	- I am afraid of what might happen if I quit my job at [platform name] without having another one lined up (R)	Allen & Meyer (1990)

	- It would be very hard for me to leave my organization right now, even if I wanted to - Too much in my life would be disrupted if I decided I wanted to leave my organization now - It wouldn't be too costly for me to leave my organization now (R) - Right now, staying with my organization is a matter of necessity as much as desire - I feel that I have too few options to consider leaving this organization - One of the few serious consequences of leaving this organization would be the scarcity of available alternatives - One of the major reasons I continue to work for this organization is that leaving would require considerable personal sacrifice — another organization may not match the overall benefits I have here	- It would be very hard for me to stop working via [platform name] right now, even if I wanted to - Too much in my life would be disrupted if I decided I wanted to stop working via [platform name] now - It would be too costly for me to stop working via [platform name] now (R) - Right now, staying with [platform name] is a matter of necessity as much as desire - I feel that I have too few work options to consider leaving [platform name] - Deleted – too complex for gig situation - One of the major reasons I continue to work via [platform] is that leaving would require considerable personal sacrifice	
Affective commitment	- I would be very happy to spend the rest of my career with this organization - I enjoy discussing my organization with people outside it - I really feel as if this organization's problems are my own - I think that I could easily become as attached to another - organization as I am to this one (R) - I do not feel like 'part of the family' at my organization (R) - I do not feel 'emotionally attached' to this organization (R) - This organization has a great deal of - personal meaning for me - I do not feel a strong sense of belonging to my organization (R)	- I would be very happy to spend the rest of my life working via [platform name] - I enjoy discussing [platform name] with people outside it - Deleted – not relevant to an OLP context - I think that I could easily become as attached to another organization/platform as I am to [platform name] (R) - Deleted – not relevant for an OLP context - I do not feel 'emotionally attached' to [platform name] (R) - This platform has a great deal of personal meaning for me - I do not feel a strong sense of belonging to [platform name] (R)	Allen & Meyer (1990)
Job dependence = combination of occupational mobility/job alternatives and economic security	Job alternatives: - I can get another job easily if I want to. - There are enough other jobs for me at the labor market that I can do. - If I resign, it will be difficult for me to find another job Economic security - My income from my job in this organization is important to me - I could easily adjust my financial commitments (by reducing expenditure or increasing other sources of income) should I lose my job in this organization (R) - I consider that if I lost my job in this organization my standard of living would change for the worse - To maintain the standard of living I desire for myself, I must keep my current job	Job alternatives: - I can get another job easily if I want to. - There are enough other jobs for me at the labor market that I can do. - If I stop working at [platform], it will be difficult for me to find another job Economic security - My income from my job on [platform name] is important to me - I could easily adjust my financial expenditures or increase other sources of income should I lose my income on [platform name] (R) - I consider that if I lost my income on [platform name] my standard of living would change for the worse - To maintain the standard of living I desire for myself, I must keep my current job	Job alternatives = Van Dam (2005) Economic security = job dependency scale by Clark (2005)

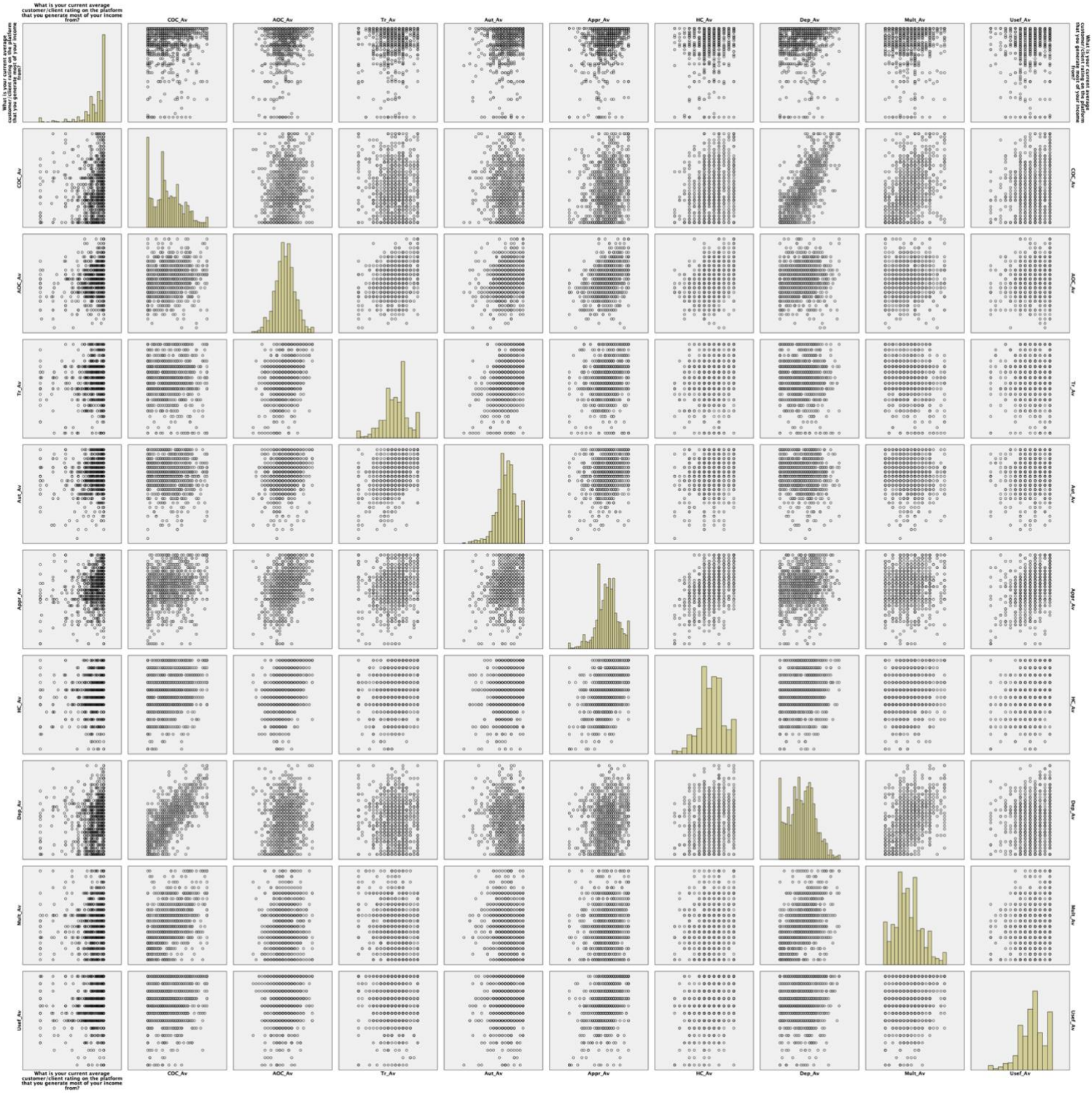
Need for multihoming	- I believe this change is needed - There is no urgency to do this change - This change is necessary - It is clear to me why we need this change	- I believe it is needed for me to work for multiple platforms like [platform name] - There is no urgency for me to work for multiple platforms like [platform name] - Working for multiple platforms like [platform name] is necessary to me - It is clear to me why I need to work for multiple platforms like [platform name]	Heuvel et al. (2015)'
Perceived usefulness	- I like using [the target technology] - [The target technology] is fun to use - I dislike using [the target technology] - [The target technology] provides an attractive working environment	The below statements concern the possibility to take your online reputation on [platform name] to another platform that is similar to [platform name]. By similar, we mean a platform where you may perform tasks which are similar to that on [platform name] or that require knowledge/skills that are similar to those needed to perform work via [platform name]. - If possible, I will like taking my reputation to another platform that is similar to [platform name] - Being able to take my reputation to another platform that is similar to [platform name] is important to me - Even if possible, I dislike taking my reputation to another platform that is similar to [platform name] - Once possible, taking my reputation to another platform that is similar to [platform name] provides attractive opportunities to me	Agarwal & Prasad (1999)
Behavioral intention	- I intend to completely switch over to [the target technology]. - I intend to increase my use of [the target technology] in the future	- Once possible, I intend to start taking my reputation to another platform that is similar to [platform name] - If possible, I would take my reputation to another platform that is similar to [platform name].	Agarwal & Prasad (1999)

Extra items and control variables

Construct	**Original scale**	**Adapted scale**	**Source**
Turnover intention	Are you considering leaving your organization within the next year?	Are you considering to stop working for [platform] within the next three months?	Cohen et al. (2015)
Age		In what year where you born	
Education		What is the highest level of education you completed? - Primary education - High school - Vocational education - Bachelor - Master - PhD - Other, namely … - I am uneducated	
Country of origin		In what country are you raised?	
Gender		To which gender identity do you identify most? - Male	

		- Female - Transgender male - Transgender female - Gender variant/non-conforming - Other, namely - I prefer not to answer this question	
Multihoming		How many gig platforms, including [platform name] do you acquire work from?	
Stepping stone towards entrepreneurship		I consider working for [platform name] as a stepping stone towards entrepreneurship.	
Stepping stone towards a normal job		I consider working for [platform name] as a stepping stone towards a job at a traditional employer.	
Job satisfaction		I am satisfied with the work I perform through [platform name]	

Appendix B


What is your current average customer/client rating on the platform that you generate most of your income from?
COC_Av
AOC_Av
Tr_Av
Aut_Av
Appr_Av
HC_Av
Dep_Av
Mult_Av
Usef_Av