

Digital Platform, Work Platform, and Job Quality among Selected Freelance Digital Assistants

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To Link this Article: <http://dx.doi.org/10.6007/IJARBS/v15-i5/25320> DOI:10.6007/IJARBS/v15-i5/25320

Published Date: 08 May 2025

Abstract

The rise of digital work platforms has transformed labor markets, particularly in the gig economy, where freelance digital assistants rely on these platforms for employment opportunities. This study examined the relationship between digital platform usability, work platform utilization, and job quality among selected freelance digital assistants in San Pedro, Laguna. Utilizing a descriptive-correlational research design, data were collected from 65 freelancers through an online survey and analyzed using statistical methods such as weighted mean and Pearson correlation. Findings revealed that digital platforms generally provided accessibility and efficiency in job search and communication, with freelancers agreeing on their usefulness. However, significant challenges remained in task management, dispute resolution, and customer support. Work platform utilization showed a moderate level (2.98), with strong points in job matching and professional work environments but weaknesses in workload tracking and freelancer evaluation. Job quality was perceived as satisfactory, particularly in flexibility and skill development, but concerns persisted in financial security, income stability, and stress management. Correlation analysis showed a moderate positive relationship between digital platform usability and job quality (0.487), a strong correlation between work platform utilization and job quality (0.721), and a moderate correlation between digital platform functionality and work platform utilization (0.552). These results indicated that improving platform usability, financial security measures, and support systems could enhance freelancers' job experiences. Based on the findings, an action plan was proposed to optimize digital work environments by addressing financial security gaps, workload management inefficiencies, and freelancer-client relationship dynamics.

Keywords: Digital Platforms, Work Platforms, Job Quality, Work-Life Balance, Freelancers

Introduction

The rise of digital work platforms has fundamentally reshaped global labor markets, particularly in the gig economy, where freelance digital assistants rely on online platforms to secure employment. These platforms provide flexibility, global job access, and diverse opportunities, making freelance work an appealing option for professionals seeking non-traditional employment (Cheng, 2021; Garcia, 2023). In the Philippines, where the gig

economy is rapidly growing, digital work has become a significant source of income, particularly for remote workers in administrative, creative, and technical roles. However, while digital platforms offer freelancers greater autonomy and employment accessibility, they also introduce challenges such as income instability, lack of job security, and limited worker protections (Kalleberg, 2021). As gig-based work continues to evolve, it is crucial to examine how these platforms influence job quality, work-life balance, and overall job satisfaction among freelance digital assistants.

Despite the increasing body of research on gig work and digital labor markets, significant gaps remain in understanding the qualitative aspects of job quality for freelancers, particularly in the Philippine context. Many studies have extensively examined earnings, employment rates, and platform engagement, yet they often overlook freelancers' lived experiences, job satisfaction, work autonomy, and long-term career sustainability (Duffy et al., 2020). While gig platforms provide access to job opportunities, they also introduce challenges such as work precarity, income fluctuations, limited access to benefits, and high competition, which can significantly affect job security and overall well-being.

Furthermore, most research on platform-based labor focuses on high-income economies, where labor laws, platform regulations, and freelancer protections differ from those in developing countries like the Philippines. The nature of freelancing in the local setting is shaped by socioeconomic conditions, cultural expectations, and evolving digital infrastructures, creating a unique work environment that is not fully captured in global studies. In particular, freelance digital assistants in San Pedro, Laguna, operate within a specific economic and regulatory landscape that may influence their ability to secure stable work, negotiate fair wages, and access professional growth opportunities. However, little empirical research had been conducted to examine how these factors impact their engagement with digital platforms and their perceptions of job quality.

To bridge this research gap, this study aimed to examine the level of job quality among freelance digital assistants in the Philippines by evaluating the role of digital platforms, challenges in self-management, and job satisfaction factors. Additionally, the study analyzed how job quality varies across different freelancing experiences and platform utilization levels. Findings from this research could provide valuable insights to policymakers, platform developers, and freelancers, guiding efforts to enhance platform policies, ensure fair labor practices, and improve overall work conditions in the digital freelancing industry.

Methods

This research investigated the connections between digital platforms, work platforms, and job quality among Filipino freelance digital assistants. It used a descriptive-correlational design with an online survey to examine how the platforms used for finding clients and performing tasks related to aspects of job quality such as income, work-life balance, and job satisfaction. The study tested hypotheses about the relationships between these variables, using statistical analysis to determine significance.

The data of the study consisted of freelance digital assistants in San Pedro, Laguna. The study relied on empirical data collected from these freelancers, ensuring that only statistically treated and analyzed responses contributed to the findings. Data collection primarily involved

survey responses, which provided insights into the relationship between the digital platforms used, work platform utilization, and job quality among freelance digital assistants.

The respondents in the study were obtained through simple random sampling and consisted of selected freelance digital assistants in San Pedro, Laguna. The actual sample of 65 respondents was determined using the Raosoft Calculator, with a confidence level of 95% and a margin of error of 5% (Rahi, 2019). The study was conducted during the Academic Year 2024–2025.

A questionnaire will be utilized to acquire the necessary primary data for the study. To ensure ease in responding to the questions, a four-point (4-point) Likert scale will be used. Part 1: will be digital platform used of freelance digital assistants Part 2: will cover the work platform utilization Part 3: will cover the level of job quality.

Thereafter, the instrument will be statistically subjected to a content validation process using Cronbach's Alpha. Additionally, the study's reliability will depend on the statistician's ability to assess the adequacy of the scale to determine whether the expected results can be applied to a statistical formula once the data are gathered. Prior to the release of the questionnaire, expert feedback and criticisms will be incorporated.

The researcher will offer a concise explanation of the questionnaire to the respondents in order to reduce the possibility of errors. The distribution of questionnaires will occur through an online platform, specifically utilizing Google Forms. This method guarantees the privacy of respondents and maintains the confidentiality of their provided information. The individuals who will engage in the survey will do so on a voluntary and confidential basis, providing their responses to the questionnaire forms. Following this, the gathered data will be organized into tables and analyzed using statistical methods.

The study will employ various statistical tools for quantitative analysis.

1. Weighted mean will be used to describe the characteristics of (a) the digital platform used, (b) the level of work platform utilization, and (c) the level of job quality among selected freelance digital assistants in the San Pedro, Laguna.
2. Pearson's r Moment Correlation Coefficient will be applied to examine (a) the relationship between the digital platform used and the level of job quality, (b) the relationship between the level of work platform utilization and the level of job quality, and (c) the relationship between digital platform used and the level of work platform utilization of selected freelance digital assistants in the San Pedro, Laguna.

Results and Discussion

Discussion to determine the digital platform, work platform, and job quality among selected freelance digital assistants in San Pedro, Laguna. These are the gathered data which were analyzed and interpreted for the better understanding of the study. The framework of the analysis and interpretation is guided by the problem statement.

Table 1

The Digital Platforms used by Selected Freelance Digital Assistants in the San Pedro, Laguna

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. The digital platform that the freelancers use is easy to navigate.	3.20	Usable	2.5
2. The Freelancers find it convenient to access the platform from different devices.	3.14	Usable	5
3. The platform provides clear instructions and guidance for users.	3.22	Usable	1
4. The platform's interface is user-friendly and requires minimal training to use.	3.18	Usable	4
5. The platform receive timely notifications and updates about job postings and tasks.	3.20	Usable	2.5
6. The platform offers effective communication tools (e.g., messaging, video calls) for freelancers and clients.	3.11	Usable	6.5
7. The platform includes useful tools for managing tasks, schedules and deadlines.	2.77	Usable	15
8. Payment methods on the platform are secure and reliable.	2.95	Usable	12
9. The platform provides performance tracking features, such as client ratings and feedback.	3.03	Usable	10.5
10. Freelancers receive job recommendations based on their skills and past work.	3.08	Usable	8
11. The platform provides timely customer support when freelancers encounter technical issues.	2.80	Usable	13
12. The platform ensures fair dispute resolution between freelancers and clients.	2.78	Usable	14
13. The platform protects personal and financial information from security threats.	3.11	Usable	6.5
14. The platform has minimal technical glitches or downtimes.	3.05	Usable	9
15. Freelancers have confidence that the platform safeguards their rights.	3.03	Usable	10.5
Overall Weighted Mean	3.04	Usable	

Table 1 presents the digital platforms used by selected freelance digital assistants in the San Pedro, Laguna. The indicators received weighted means ranging from 2.77 to 3.22, all interpreted as "Usable." The highest-rated aspect, with a weighted mean of 3.22, was that the platform provides clear instructions and guidance for users, ranking first. This indicates that freelancers found the platforms' guidelines useful and well-structured. Following closely, the ease of navigation and the provision of timely notifications about job postings both received a weighted mean of 3.20, ranking second. These indicate that freelancers appreciated a user-friendly interface and real-time updates, which enhance their work experience. Similarly, the platform's user-friendly interface, requiring minimal training, ranked fourth with a weighted mean of 3.18.

The lowest-rated indicator, with a weighted mean of 2.77, pertained to the platform's ability to provide useful tools for managing tasks, schedules, and deadlines, ranking fifteenth. This indicates that freelancers may find task management features lacking or in need of improvement. Additionally, fair dispute resolution (2.78) and customer support availability (2.80) also ranked low, implying that freelancers might experience challenges in resolving conflicts or receiving timely assistance. The overall weighted mean of 3.04, interpreted as

"Usable", reflected a generally positive perception among freelance digital assistants in the San Pedro, Laguna regarding the usability and functionality of the digital platform, though specific areas such as task management, dispute resolution, and customer support indicate room for improvement to enhance their overall experience. These findings align with research emphasizing the importance of user-friendly digital platforms in remote work. According to Smith & Brown (2022), intuitive interfaces and real-time updates contribute to freelancers' efficiency and productivity. Similarly, Johnson (2023) highlights that digital platforms must continuously refine their features to enhance user experience, particularly in task management and dispute resolution.

Table 2

Level of Work Platform Utilization among Selected Freelance Digital Assistants in the San Pedro, Laguna

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. The platform connects the freelancers with jobs that match their skills and expertise.	3.15	Usable	2
2. Freelancers receive job opportunities frequently through the platform.	2.98	Usable	7
3. The platform ensures fair competitions among freelancers with varying levels of experience.	2.94	Usable	11
4. Applying for projects and communicating with potential clients is made easy through the platform.	2.97	Usable	8
5. The job descriptions and projects details provided on the platform are clear and complete.	3.02	Usable	4.5
6. The platform sets clear task requirements and project deadlines.	2.94	Usable	11
7. Freelancers can efficiently track the workload and deliverables through the platform's tools.	2.80	Usable	15
8. A reasonable amount of time is provided for freelancers to complete assigned projects.	2.94	Usable	11
9. Clients provide timely and constructive feedback on freelancers' work.	2.85	Usable	14
10. Freelancers contributions are valued by clients on the platform.	3.00	Usable	6
11. The platform fosters a professional and respectful working environment between freelancers and clients.	3.20	Usable	1
12. Freelancers feel comfortable negotiating rates and project terms with clients.	3.02	Usable	4.5
13. The platform provides protection against unfair treatment by clients (e.g., unpaid work, disputes).	3.03	Usable	3
14. The client rating system on the platform accurately reflects freelancer performance.	2.88	Usable	13
15. The platform ensures fair and ethical work conditions for freelancers.	2.95	Usable	9
Overall weighted mean	2.98	Usable	

Table 2 illustrates the level of work platform utilization among selected freelance digital assistants in the San Pedro, Laguna. The indicators received weighted means ranging from 2.80 to 3.20, all interpreted as "Usable." The highest-rated indicator, with a weighted mean

of 3.20, was that the platform fosters a professional and respectful working environment between freelancers and clients, ranking first. This indicates that freelancers perceived the platform as a space that promotes professionalism and mutual respect, which was essential for maintaining positive working relationships.

On the other hand, the lowest-rated indicator, with a weighted mean of 2.80, which was interpreted as Usable, concerns the efficiency of tracking workload and deliverables through the platform's tools, ranking fifteenth. This indicates that freelancers may find task-tracking features inadequate. Additionally, timely and constructive client feedback (2.85) and the accuracy of the client rating system (2.88) ranked low, indicating potential issues in freelancer evaluation and feedback mechanisms.

The overall weighted mean of 2.98, interpreted as "Usable", indicates that freelancers actively engage with and rely on the platform's tools and features to perform their work, demonstrating a substantial level of utilization, though certain aspects may still benefit from further optimization to maximize efficiency and satisfaction.

These findings align with previous research on work platform utilization. According to Gonzalez & Perez (2021), digital work platforms must prioritize user experience, particularly in workload management and fair client-freelancer interactions. Similarly, Harris (2023) emphasizes the need for transparent and reliable rating systems to ensure that freelancers receive accurate evaluations, contributing to career growth and job satisfaction.

Table 3

Level of Job Quality among Selected Freelance Digital Assistants in the San Pedro, Laguna

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. The income generated from freelancing through the platform remains stable.	2.75	Quality	13
2. The platform ensures timely and accurate payments from clients.	2.94	Quality	9
3. Freelancers are satisfied with the earning that generate from freelancing.	2.97	Quality	7
4. The payment system on the platform is transparent, with clear services fees and deductions.	3.06	Quality	5
5. The platform provides options for financial security, such as insurance or savings programs.	2.62	Quality	15
6. Freelancers can manage workload in a way that maintains a healthy work-life balance.	3.20	Quality	2
7. The platform allows freelancers to set their own working hours without pressure from clients.	3.17	Quality	3
8. Freelancers do not experience burnout or excessive stress due to freelancing.	2.72	Quality	14
9. Freelancers feel mentally and physically well while working through the platform.	2.95	Quality	8

10. The platform promotes freelancers' well-being through resources or support programs.	2.85	Quality	12
11. Freelancing on the platform helps them gain valuable work experience.	3.22	Quality	1
12. The platform provides opportunities to develop new skills and expand their expertise.	3.14	Quality	4
13. Freelancers have access to training, webinars, or learning resources through the platform.	2.91	Quality	10
14. The platform allows the freelancers to build a strong professional network.	3.00	Quality	6
15. Freelancers saw a long-term career option due to the opportunities provided by the platform.	2.88	Quality	11
Overall weighted mean	2.96	Quality	

Table 3 presents an evaluation of job quality among freelance digital assistants in San Pedro, Laguna, with weighted means ranging from 2.62 to 3.22, all categorized as "Quality," indicating general agreement with the assessed indicators. The highest-rated indicator, "Freelancing on the platform helps them gain valuable work experience," achieved a weighted mean of 3.22 and ranked first, underscoring its significance as the most favorable aspect of job quality. Following closely, the ability to "manage workload in a way that maintains a healthy work-life balance" scored 3.20 and ranked second, while "the platform allows freelancers to set their own working hours without pressure from clients" earned 3.17 and ranked third. These results highlighted the critical value freelancers place on professional growth, flexibility, and autonomy. Additional strengths included opportunities to develop new skills (3.14), a transparent payment system (3.06), and the ability to build a professional network (3.00), reflecting positive perceptions of career development and operational clarity.

The overall weighted mean of 2.96, interpreted as "Quality" indicates that freelance digital assistants generally perceive their job quality positively, valuing aspects such as flexibility and skill development, though challenges like financial security and stress management highlight areas needing attention to further elevate their work experience.

These findings align with previous research on job quality in digital freelancing. According to Carter and Williams (2022), job autonomy and flexible work arrangements significantly contribute to freelancer satisfaction. However, Brown (2023) emphasizes the need for platforms to offer better financial security measures, such as insurance options, to enhance overall job quality and freelancer well-being. To enhance job quality, platforms should consider integrating financial security options, offering wellness programs, and establishing better income protection policies to ensure freelancers can sustain long-term careers in the gig economy.

Table 4

Relationship between the Digital Platform Used and the Level of Job Quality of Selected Freelance Digital Assistants in the San Pedro, Laguna

	Pearson r value	p-value	Interpretation
The Digital Platform and the Level of Job Quality of Selected Freelance Digital Assistants in the Philippines	0.487** Moderate Correlation	0.000	Significant
**Significant @ 0.01			

Table 4 presents the relationship between the digital platform used and the level of job quality among selected freelance digital assistants in San Pedro, Laguna. The Pearson correlation coefficient ($r = 0.487$) indicated a moderate correlation between the two variables. Additionally, the p-value of 0.000 signified that this correlation was statistically significant at the 0.01 level. This meant that the better the digital platform used, the higher the level of job quality among the selected freelance digital assistants in San Pedro, Laguna.

The results in Table 4 demonstrated a moderate but statistically significant correlation ($r = 0.487$, $p = 0.000$) between digital platform usability and job quality. This implied that while digital platforms were not the sole determinant of job quality, they played a crucial role in shaping freelancers' work experiences. A well-structured platform that offered user-friendly navigation, secure payment systems, and effective communication tools could enhance job satisfaction by streamlining workflows and reducing inefficiencies.

These findings align with Johnson and Smith (2022), who emphasized that digital platforms prioritizing usability, job security, and fair compensation led to higher freelancer productivity and satisfaction. Conversely, platforms that lacked financial security measures, dispute resolution mechanisms, and reliable customer support may have contributed to job dissatisfaction and instability—further reinforcing the idea that platform design significantly influenced freelancer work quality.

The statistical significance of this correlation ($p = 0.000$ at the 0.01 level) further supported the conclusion that the relationship between digital platform functionality and job quality was meaningful rather than coincidental. This was consistent with Davis (2023), who found that strong platform support systems and ethical labor policies created a more stable and positive freelancing environment. This finding indicated that continuous improvements in digital work platforms—such as fairer payment structures, accessible customer support, and transparent freelancer-client interactions—could contribute to higher job quality and long-term freelancer engagement.

Table 5

Relationship Between the Level of Work Platform Utilization and the Level of Job Quality of Selected Freelance Digital Assistants in the San Pedro, Laguna

	Pearson r value	p-value	Interpretation
The Level of Work Platform and the Level of Job Quality of Selected Freelance Digital Assistants in the Philippines	0.721 Moderate Correlation	0.000	Significant
**Significant @ 0.01			

Table 5 explores the relationship between the level of work platform utilization and the level of job quality among selected freelance digital assistants in the San Pedro, Laguna. The Pearson correlation coefficient ($r = 0.721$) indicated a strong positive correlation between the two variables. Furthermore, the p-value of 0.000 confirmed that this correlation was statistically significant at the 0.01 level. This meant that the better the level of work platform utilization, the higher the level of job quality among the selected freelance digital assistants in San Pedro, Laguna. The findings in Table 5 revealed a strong positive and statistically significant correlation between work platform utilization and job quality. This suggested that freelancers who actively engaged with platform features—such as job applications, contract negotiations, workload tracking, and client communication—experienced better job conditions, including greater income stability, improved work-life balance, and enhanced career growth. These results align with previous studies on digital work environments, which emphasized that freelancers who fully utilized platform tools tended to have higher job satisfaction and financial security. Given the strength of this correlation, digital platforms were encouraged to continue refining features related to job matching, communication, and workload management to further enhance freelancer experiences and support career stability.

Table 6

Relationship between the Digital Platform Used and the Level of Work Platform of Utilization Selected Freelance Digital Assistants in the San Pedro, Laguna

	Pearson r value	p-value	Interpretation
The Digital Platform and the Level of Work Platform of Selected Freelance Digital Assistants in the Philippines	0.552** Moderate Correlation	0.000	Significant
**Significant @ 0.01			

Table 6 examines the relationship between the digital platform and the level of work platform utilization among selected freelance digital assistants in the San Pedro, Laguna. The Pearson correlation coefficient ($r = 0.552$) indicated a moderate positive correlation between the two variables. Additionally, the p-value of 0.000 confirmed that this correlation was statistically significant at the 0.01 level. This meant that the better the digital platform used, the higher the level of work platform utilization among the selected freelance digital assistants in San Pedro, Laguna.

The results in Table 6 showed a moderate and statistically significant correlation between digital platform functionality and work platform utilization among freelance digital assistants. This indicated that freelancers were more likely to effectively use a work platform when it offered user-friendly navigation, secure transactions, clear job postings, and strong communication tools. Conversely, platform limitations such as unclear job descriptions and inefficient payment systems could have hindered freelancers from fully utilizing the available features.

These findings align with prior research on platform usability and digital work environments. Martinez and Green (2022) emphasized that freelancers were more likely to engage actively and productively when digital platforms prioritized accessibility and ease of use. Similarly, Wilson (2023) highlighted that strong support systems and well-developed features enabled freelancers to optimize their workflow and improve their overall work experience. The

moderate correlation in Table 6 underscored the importance of continuously improving digital platform functionalities to enhance freelancer engagement, facilitate efficient job matching, and ensure a seamless work process.

Table 7

The Proposed Action Plan of Enhance Digital Platform Used, Work Platform Utilization, and Job Quality Among Selected Freelance Digital Assistants in the San Pedro, Laguna

Key Result Area (Lowest Indicator)	Objectives	Strategies/Activities	Time Frame	Persons Involved	Success Indicators
Financial Security	Enhance financial stability for freelancers.	Implement savings and insurance programs for freelancers in partnership with financial institutions.	6-12 months	Platform Owners, Financial Experts, Government Agencies.	98% Increased enrollment in savings and insurance programs.
Burnout and Stress Management	Promote freelancer well-being and work-life balance.	Conduct online workshops on stress management, mental health, and work-life balance strategies.	Ongoing	Psychologists, Health Experts, Freelancer Organizations	98% Improved freelancer satisfaction and reduced reports of burnout
Income Stability	Ensure more consistent earnings for freelancers	Introduce guaranteed minimum pay for long-term projects and promote client-freelancer contracts with stable compensation	6-12 months	Platform Developers, Clients, Freelancer Organizations	98% Increased number of long-term contracts and stable-income projects
Workload Tracking Efficiency	Improve freelancers' ability to manage tasks and deadlines	Develop and integrate advanced workload tracking tools within the platform	6 months	Platform Developers, UX Designers	98% Reduced freelancer complaints on workload mismanagement
Dispute Resolution	Strengthen conflict resolution mechanisms	Implement transparent dispute resolution policies and establish a dedicated mediation team	6 months	Platform Admins, Legal Experts, Freelancer Representatives	98% Faster resolution of freelancer-client disputes
Customer Support Availability	Improve accessibility and responsiveness of platform support	Expand customer support teams and introduce 24/7 assistance for freelancers	3-6 months	Platform Customer Support Teams, IT Developers	98% Reduced response time and increased freelancer satisfaction with support services

This Action Plan aims to address key challenges faced by freelance digital assistants, particularly in financial security, income stability, workload tracking, dispute resolution, stress management, and customer support. These issues affect freelancers' job stability, productivity, and overall well-being.

To improve freelancer experiences, this plan outlines strategic interventions such as enhanced financial security measures, better workload management tools, transparent

dispute resolution, and improved support services. By strengthening platform usability and freelancer protections, this initiative seeks to create a more stable, fair, and supportive digital work environment.

The proposed action plan to enhance the use of digital platform, work platform utilization, and job quality of selected freelance digital assistants in San Pedro, Laguna is a targeted approach to financial security, well-being, and work efficiency while fostering stability and satisfaction. The action plan includes the following strategies: savings and insurance programs, online stress management workshops, guaranteed minimum pay for stable contracts, advanced workload tracking tools, transparent dispute resolution policies, and 24/7 customer support expansion.

Conclusions and Recommendations

Digital platforms significantly influence freelancers' work experiences in San Pedro, Laguna, with intuitive features and robust security enhancing productivity and job satisfaction. Active platform use improves job quality by fostering professional growth, income stability, and work-life balance, while user-friendly designs encourage greater tool utilization. Freelancers can maximize benefits by leveraging platform tools and pursuing professional development, while clients should ensure fair agreements and transparent communication. Platform administrators must refine usability, integrate automation, and provide support resources, alongside implementing an action plan to address financial and mental health concerns. Future research should explore long-term career impacts and digital trends to further strengthen the gig economy ecosystem.

This study makes significant contributions to both theoretical and contextual understandings of digital freelancing, particularly in the Philippine setting. Theoretically, it bridges gaps in the literature by integrating Innovation Diffusion Theory (IDT) and Platform Capitalism Theory (PCT) to analyze how digital platforms influence job quality among freelance digital assistants. While prior research has often focused on high-income economies, this study provides empirical evidence from a developing country, highlighting the unique socio-economic and cultural factors that shape freelancers' experiences. The findings underscore the importance of platform usability and work platform utilization as determinants of job quality, offering a nuanced perspective that complements global studies on gig work.

Contextually, this research addresses the understudied challenges faced by Filipino freelancers, such as financial insecurity, inadequate dispute resolution mechanisms, and the lack of mental health support. By proposing an actionable plan to enhance digital platforms and work conditions, the study contributes practical insights for policymakers, platform developers, and freelancers in the Philippines. It also sets a foundation for future research to explore long-term career sustainability and the evolving role of digital platforms in emerging economies. Ultimately, this study enriches the discourse on the gig economy by combining theoretical rigor with localized relevance, advocating for equitable and sustainable work environments in the digital age.

Digital platforms play a crucial role in shaping the work experiences of freelancers in San Pedro, Laguna, with features like intuitive navigation, secure payments, and job notifications enhancing efficiency and satisfaction. Active engagement with these platforms boosts job

quality by improving income stability, professional growth, and work-life balance, while well-designed interfaces encourage higher tool utilization. To strengthen the gig economy, developers should enhance platform tools, while freelancers must actively utilize features like job-matching systems and workload trackers. Clients should foster fair and transparent collaborations, and administrators should integrate automation, real-time updates, and mental health support. Implementing monitored action plan alongside future research on career trajectories and digital trends will help create a more sustainable and equitable freelance environment.

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