

Why service providers unwilling to remain with crowdsourcing logistics? Hygiene factor analysis

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Hygiene factor analysis

Abstract

Crowd couriers operate as independent contractors, emphasizing institution-based trust to mitigate transaction uncertainties. This study surveyed 448 Taiwanese couriers in September 2024, with findings analyzed via Generalized Linear Models. Results reveal: (1) Opportunistic platform behavior significantly increases couriers' intention to leave, as distrust undermines commitment; (2) Higher perceived termination costs lower this intention, as such costs incentivize couriers to stay despite challenges; (3) Couriers highly sensitive to social influences and public comments about their work are more likely to consider leaving, reflecting external pressures. These insights offer actionable guidance for HR managers on delivery platforms, enabling strategic improvements to strengthen courier engagement and long-term commitment to the platform.

Keywords: crowdsourcing logistics, motivation-hygiene theory, institutional trust

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