

Understanding Side Hustle Intention through Skill Variety, Self-Efficacy, Expressive and Instrumental Orientation

*Understanding Side
Hustle Intention
through Skill Variety*

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ABSTRACT

Side hustles among academics are becoming increasingly relevant, yet research on side hustle intention in higher education remains limited, particularly regarding the roles of expressive orientation and instrumental orientation. This study aims to examine the relationships between individual skill variety, self-efficacy, and side hustle intention, while exploring the moderating effects of expressive and instrumental orientations. Data were collected cross-sectionally from 400 lecturers in Indonesia and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that both individual skill variety and self-efficacy positively influence side hustle intention. Additionally, expressive and instrumental orientations strengthen these relationships. The results enhance understanding of how motivational orientations support side hustle engagement and contribute to the development of models grounded in self-determination theory. The study suggests that fostering side hustles through skill development, self-efficacy enhancement, cross-functional training, mentoring, and flexible work arrangements can benefit both individuals and institutions. Moreover, promoting side ventures can generate socio-economic advantages, stimulate innovation, and inspire entrepreneurial behavior within academic communities, particularly among younger generations.

Keywords: Higher Education, Individual Skill Variety, Instrumental Orientation, Self-Efficacy, Side Hustle Intention, Expressive Orientation.

INTRODUCTION

The contingent economy has emerged as a transformative force in the modern workforce, presenting both opportunities and challenges. Contemporary employment is increasingly characterized by short-term, on-demand jobs and flexible work arrangements. Gig work offers flexibility and autonomy, enabling individuals to leverage their skills and expertise (Hsieh et al., 2023). It has also driven the growth of digital platforms and online marketplaces, providing opportunities for individuals to supplement their primary income through side hustles. In the United States, approximately 44 million workers engage in side hustles, highlighting the prevalence of this phenomenon. Side hustles, also referred to as Moonlighters, Multiple Job Holders (MJHs), or dual practitioners, involve income-generating activities conducted alongside a primary job (Caza et al., 2018). This study defines side hustles broadly to include part-time work, freelance assignments, gig work, self-employment, and hybrid entrepreneurship.

The rapid expansion of the gig economy has significantly altered employment, including within academia (Sessions et al., 2021). Traditional full-time, tenured faculty roles have been replaced by a more dynamic, diverse workforce, leading to the rise of side hustles among academics. Flexible, short-term work allows lecturers to supplement their primary income through secondary projects or freelance work, thereby substantially influencing academic institutions (Caza, 2020; Nelson et al., 2020). Studies indicate by

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Singh (2023) that many lecturers pursue side employment due to financial needs, professional development, or personal interests. Side hustles can take multiple forms, including consulting for private or governmental organizations, acting as expert witnesses, teaching or researching at other institutions, or establishing personal businesses (Kimmel & Conway, 2001). Participation in hustles can enhance career control, self-efficacy, and primary job performance, with multiple jobholders reporting higher job satisfaction and total income than single jobholders.

Individuals engage in side hustles not only to increase income but also to address job insecurity, pursue personal passions, and gain professional development (Sessions et al., 2021). Side hustles provide learning opportunities, new challenges, and psychological benefits, including independence, fulfillment, and passion (Caza et al., 2018). Decisions to engage in side hustles are also shaped by sociological, cultural, professional, and organizational factors (Seema et al., 2019). The desire to participate in side hustles, referred to as side hustle intention, is increasingly common and driven by financial, personal, and entrepreneurial motives. Small-scale entrepreneurial activities can provide intangible benefits such as skill acquisition, experience, and personal growth (Kimmel & Conway, 2001; Heineck et al., 2004; Panos et al., 2014; Seema et al., 2019).

Research on the relationship between individual skill diversity and side hustle intention remains limited. Individual skill diversity refers to the possession of a broad range of abilities or knowledge acquired through training or job rotation, with tasks requiring diverse skills being more complex than those relying on a limited skill set (Lee, 2011). Another determinant is self-efficacy, the confidence in one's ability to perform tasks effectively and achieve desired outcomes (Zellweger et al., 2011; Newman et al., 2019). Self-determination theory posits that participation is influenced by perceptions of autonomy, competence, and relatedness, and individuals with high self-efficacy are more likely to pursue side hustles.

The link between skill variety and self-efficacy regarding side hustle intention offers insight into work orientation. According to Caza et al. (2018), work orientation can be categorized as expressive or instrumental. Expressive orientation reflects personal growth and self-improvement motivations, while instrumental orientation focuses on practical outcomes and economic gain. Individuals with strong expressive orientation are more likely to engage in side hustles for personal development, whereas those with instrumental orientation pursue side hustles to enhance income and financial stability, especially when supported by skill diversity and self-efficacy. This study aims to examine the relationships between individual skill variety, self-efficacy, and side hustle intention, while exploring the moderating effects of expressive and instrumental orientations. It contributes to the literature on side hustles in the gig economy, particularly in higher education, by explaining how skill variety and self-efficacy shape side hustle intention through work orientation.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Individual Skill Variety and Side Hustle Intention

Self-Determination Theory (SDT) is a prominent framework for understanding human motivation and personality development, emphasizing that the quality of motivation is more important than its quantity in predicting meaningful outcomes. SDT distinguishes between autonomous and controlled motivation and posits that the fulfillment of three basic psychological needs, autonomy, competence, and relatedness, is essential for optimal motivation, well-being, and personal growth (Deci & Ryan, 1994; Deci & Ryan, 2008). Autonomous motivation, characterized by self-endorsed and voluntary behavior, is consistently associated with positive outcomes such as enhanced performance, persistence, and psychological well-being.

The modern labor market has witnessed a growing prevalence of side hustles as supplementary income-generating activities alongside primary employment, driven by financial security needs, entrepreneurial aspirations, and personal fulfillment (Sessions et al., 2021). One key factor influencing individuals' intention to engage in side jobs is

individual skill variety, defined as the breadth of skills and talents acquired through training or job rotations that can be applied across different work contexts (Petry et al., 2020). Jobs requiring diverse skills are inherently more complex and demanding than those relying on limited skill sets (Lee, 2011).

The rise of the gig economy has further expanded opportunities for side hustles, enabling individuals to optimize underutilized skills beyond their full-time roles (Sessions et al., 2021). When primary employment does not allow employees to fully express their competencies, they are more inclined to seek secondary income-generating activities during their spare time. Accordingly, side-hustle intention reflects an individual's willingness to engage in additional work alongside their main occupation. Individuals with greater skill variety tend to pursue broader employment opportunities due to their enhanced capacity to apply diverse competencies (Moon, 2018). Prior studies confirm that individual skill variety significantly influences the intention to engage in side jobs, as possessing multiple skills facilitates information integration, creativity, and proactive extra-role behaviors, including the pursuit of side hustles (Hosseinioun et al., 2023).

H1: Individual skill variety has a positive effect on side hustle intention.

Self-Efficacy and Side Hustle Intention

Controlled motivation, which arises from external pressure and obligation, is frequently associated with unfavorable outcomes such as increased stress and reduced engagement (Deci & Ryan, 2008). Extensive evidence indicates that the application of Self-Determination Theory (SDT) across various domains, including education, physical activity, and work settings, can enhance intrinsic motivation and self-determined forms of extrinsic motivation by supporting individuals' basic psychological needs (Deci & Ryan, 1994; Ryan & Deci, 2020; Rubio et al., 2023). In educational contexts, autonomy-supportive environments that offer appropriate challenges, constructive feedback, and interpersonal support are particularly effective in fostering motivation, learning engagement, and improved academic achievement.

Self-efficacy refers to an individual's belief in their ability to successfully perform tasks based on their knowledge and skills (Bandura, 1997). High self-efficacy enables individuals to better navigate complex and uncertain situations, resulting in stronger problem-solving capabilities and higher motivation. Prior research by Lent et al. (2017) confirms that self-efficacy significantly influences career-related goals and behaviors, particularly in career exploration and decision-making processes. Individuals with higher career decision-making self-efficacy tend to hold more positive outcome expectations, which motivate them to set and actively pursue career objectives.

Grounded in self-determination theory, individuals make behavioral choices based on internal needs such as self-actualization and skill utilization, as well as external contextual information, including the growing prevalence of side hustles. Employees with broader role perceptions are more likely to engage in proactive behaviors than those with narrower role definitions (Parker, 2006). Consequently, individuals with strong self-efficacy exhibit greater confidence in their abilities, are more proactive at work, and are more inclined to initiate and sustain side-hustle activities (Hwang, 2014).

H2: Self-efficacy has a positive effect on side hustle intention.

Expressive Orientation as a Moderating Variable

Skill variety has been associated with various work outcomes, however, its mechanism in shaping side hustle intention remains underexplored (Lee et al., 2011; Blicke et al., 2015). One potential explanation lies in the moderating role of expressive orientation, a personality trait reflecting an individual's tendency toward self-expression (Evans & Diekmann, 2009). Individuals with high expressive orientation are more likely to channel their diverse skills into side hustles as a means of self-expression and autonomy, which

aligns with prior findings linking skill variety and expressive orientation to entrepreneurial success and life satisfaction (Przepiórka, 2016; Eunice & Epetimehin, 2020).

Expressive-oriented individuals emphasize creativity, personal growth, and independence, making side hustles an attractive avenue for showcasing diverse skills and achieving autonomy. Occupational skill diversity, defined as the extent to which work requires varied skills and abilities, may therefore be more strongly associated with side hustle intention among individuals high in expressive orientation. Previous research by Neck et al. (2013) highlights self-efficacy as a key determinant of entrepreneurial intentions and behaviors. Individuals with high self-efficacy exhibit stronger intentions to initiate business activities, however, this relationship may depend on expressive orientation (Asimakopoulos et al., 2019). Expressive orientation, reflecting the tendency to openly convey thoughts and emotions, strengthens the link between self-efficacy and side hustle intention by fostering intrinsic motivation, resilience, and purpose, motivating individuals to pursue side hustles aligned with their values and creative aspirations (Wong et al., 2006; Akhtar et al., 2020).

H3: Expressive orientation moderates the relationship between individual skill variety and side hustle intention.

H4: Expressive orientation moderates the relationship between self-efficacy and side hustle intention.

Instrument Orientation as a Moderating Variable

Individuals with diverse skills are more motivated to pursue additional income-generating activities, as they possess the competencies required to capitalize on such opportunities (Wei et al., 2013). Individual skill variety, defined as the extent to which a job involves diverse activities and the use of multiple skills, has been shown to increase side hustle intention (Wijaya et al., 2022). However, this relationship may depend on instrumental orientation, which reflects motivation toward extrinsic rewards such as financial gains and career advancement (Ong et al., 2022). Individuals with strong instrumental orientation are more likely to leverage their skill variety for side hustles aimed at achieving extrinsic outcomes, whereas those with lower instrumental orientation may prioritize intrinsic goals such as personal growth and self-fulfillment (Blickle et al., 2015; Eunice & Epetimehin, 2020).

Self-efficacy, defined as belief in one's ability to perform specific tasks, is a key driver of entrepreneurial intention (Kulviwat et al., 2014; Biswas & Verma, 2021). Individuals with high self-efficacy perceive entrepreneurial activities, including side hustles, as attainable and aligned with their capabilities. Nevertheless, this effect is shaped by contextual factors such as instrumental orientation. Individuals motivated by external incentives are more likely to translate self-efficacy into side hustle intention, as instrumental rewards strengthen the link between perceived competence and entrepreneurial action (Schenkel et al., 2014; Singh & Sharma, 2018; Akhtar et al., 2020; Maheshwari et al., 2022).

H5: Instrumental orientation moderates the relationship between individual skill variety and side hustle intention.

H6: Instrumental orientation moderates the relationship between self-efficacy and side hustle intention.

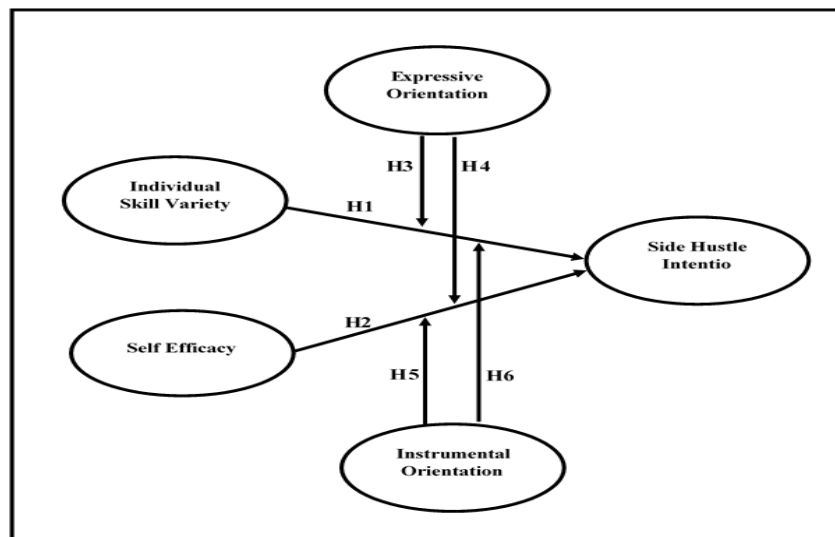


Figure 1. Research Framework

Figure 1 illustrates the conceptual framework of the study, which explains the relationships between individual skill variety, self-efficacy, and side hustle intention. In this model, individual skill variety and self-efficacy function as independent variables that directly influence side hustle intention. Expressive orientation and instrumental orientation are positioned as moderating variables that shape the strength of these relationships. The framework suggests that the effect of skill variety and self-efficacy on side hustle intention depends on individuals' work orientations. Specifically, expressive orientation reflects motivation related to personal growth and self-expression, while instrumental orientation emphasizes practical outcomes and economic benefits. Thus, the model highlights that side hustle intention is driven not only by competencies and confidence but also by the underlying motivational orientation guiding individual work behavior.

RESEARCH METHODS

This study adopts a quantitative research design using a cross-sectional survey approach within the higher education sector in Indonesia, involving lecturers from both public and private universities. Data was collected through an online questionnaire administered via Google Forms and distributed using simple random sampling through social media platforms. Respondent anonymity was emphasized to encourage honest participation, and a screening question was applied to ensure that participants were full-time lecturers without current part-time jobs. The questionnaire consisted of demographic information and key research variables, including skill variety, self-efficacy, expressive orientation, instrumental orientation, and side hustle intention, measured on a five-point Likert scale. Out of 250 questionnaires distributed, 224 valid responses were retained for further analysis.

The survey was designed to obtain both demographic information and data related to the research variables. Skill variety was measured using three items, while self-efficacy was assessed through six items adapted from Parker and Williams (2006). Expressive orientation and instrumental orientation were each measured with four items, and side hustle intention was captured using four items adapted from Seema et al. (2020). All items were rated on a five-point Likert scale ranging from strongly disagree to strongly agree. To address potential common method bias, several procedural and statistical remedies were considered, including careful questionnaire design, maintaining respondent anonymity, minimizing item-order effects, and acknowledging the use of statistical tests such as Harman's single-factor test (Ogunmokun et al., 2020). These measures were intended to reduce the influence of a single data source and enhance the credibility of the findings.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) following the approach recommended by Hair and Alamer (2022), due to its robustness in handling complex models and relatively small samples. The analysis began with an evaluation of the measurement model to assess indicator validity and reliability, followed by an examination of construct reliability and the structural model using R-square values. The final stage involved testing the proposed hypotheses to determine the relationships among the latent variables.

RESULTS

Table 1 shows the demographic characteristics of the participants in this study, including age, gender, length of work, and education level. Most respondents were in the productive age group, with the largest share aged 35–44 years (37.50%), followed by those aged 25–34 years (28.75%) and 45–54 years (28.75%). Respondents aged 55 years and older were much fewer. In terms of gender, female participants (56.25%) were more than male participants (43.75%). Looking at work experience, nearly half of the respondents had worked for more than 10 years (43.75%), while those with 1–5 years and 6–10 years of experience made up 36.25% and 20%, respectively. Regarding education level, most respondents held a master’s degree (60%), and a smaller portion had a Doctoral degree (20%). Overall, the demographic profile indicates that most respondents were experienced professionals with relatively high educational qualifications, which may influence how they responded to the survey.

Table 1. Data Analysis Results

Demographics	Categories	Frequency	Percent (%)
Age	25-34 years	28.75%	64
	35-44 years	37.50%	84
	45-54 years	28.75%	64
	55-65 years	3.75%	8
	More than 65 years	1.25%	3
Gender	Male	43.75%	98
	Female	56.25%	126
Length of work	1-5 years	36.25%	81
	6-10 years	20%	45
	More than 10 years	43.75%	98
Level of education	Master’s Degree	60%	134
	Doctoral Degree	20%	45

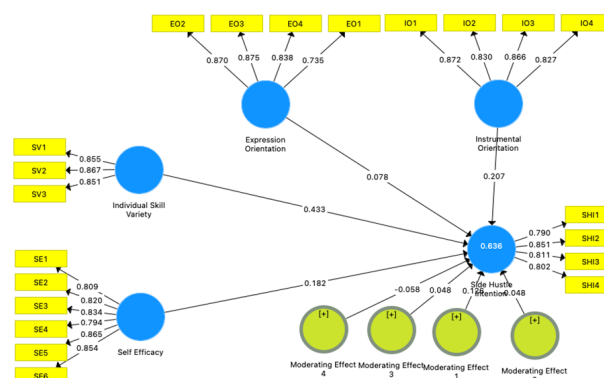


Figure 2. Loading Factor

Figure 2 presents the PLS-SEM structural model results examining the determinants of side hustle intention. The model shows that individual skill variety and self-efficacy have direct positive effects on side hustle intention, indicating that broader skills and stronger confidence increase lecturers’ intention to engage in side hustles. Expressive orientation and instrumental orientation also display direct relationships with side hustle intention, with instrumental motives showing a stronger effect. The model further

illustrates several moderating effects, indicating that work orientation strengthens or weakens the influence of skill variety and self-efficacy on side hustle intention. Thus, the figure confirms both direct and moderating roles of motivational orientations in shaping side hustle intention.

Table 2. Loading Factors

Variables	Indicators	Loading Factors
Individual Skill Variety	SV1	0.855
	SV2	0.867
	SV3	0.851
Self-Efficacy	SE1	0.809
	SE2	0.820
	SE3	0.834
	SE4	0.794
	SE5	0.865
	SE6	0.854
Expression Orientation	EO1	0.735
	EO2	0.870
	EO3	0.875
	EO4	0.838
Instrumental Orientation	IO1	0.872
	IO2	0.830
	IO3	0.866
	IO4	0.827
Side Hustle Intention	SHI1	0.790
	SHI2	0.851
	SHI3	0.811
	SHI4	0.802

Table 2 shows that all indicators for the five research variables have loadings above 0.70, indicating that they are valid and represent their respective variables. Individual skill variety has a value of 0.851-0.867, self-efficacy 0.794-0.865, expression orientation 0.735-0.875, instrumental orientation 0.827-0.872, and side hustle intention 0.790–0.851. These results indicate that all indicators are convergent and that the research instrument can be trusted to measure the intended variables.

Table 3. Reliability Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Individual Skill Variety	0.820	0.821	0.893	0.735
Self-Efficacy	0.909	0.912	0.930	0.689
Expression Orientation	0.850	0.855	0.899	0.692
Instrumental Orientation	0.871	0.872	0.912	0.721
Side Hustle Intention	0.830	0.830	0.887	0.662

Table 3 summarizes the reliability and convergent validity assessment of the research constructs. The results indicate that all variables exhibit satisfactory internal consistency, as reflected by Cronbach's alpha and rho_A values that are above the acceptable cutoff of 0.70. The composite reliability values also exceed the recommended level, suggesting that the indicators consistently represent their respective constructs. Furthermore, all AVE values exceed 0.50, indicating that each construct accounts for a sufficient proportion of the variance in its indicators. Taken together, these findings confirm that the measurement model meets the required reliability and validity criteria and is appropriate for subsequent structural model evaluation.

Table 4. R Square Test

Test	Value
R Square	0.636
Adjusted R-Square	0.629

Table 4 displays the R-square value, while Figure 2 illustrates the structural model. The side hustle intention variable has an R-square value of 0.636, which equates to 63.6%. This suggests that the collective influence on side hustle intention is 63.6% accounted for by individual skill variety, self-efficacy, expression orientation, and instrumental orientation, while the remaining 36.4% is influenced by variables that are not included in this model.

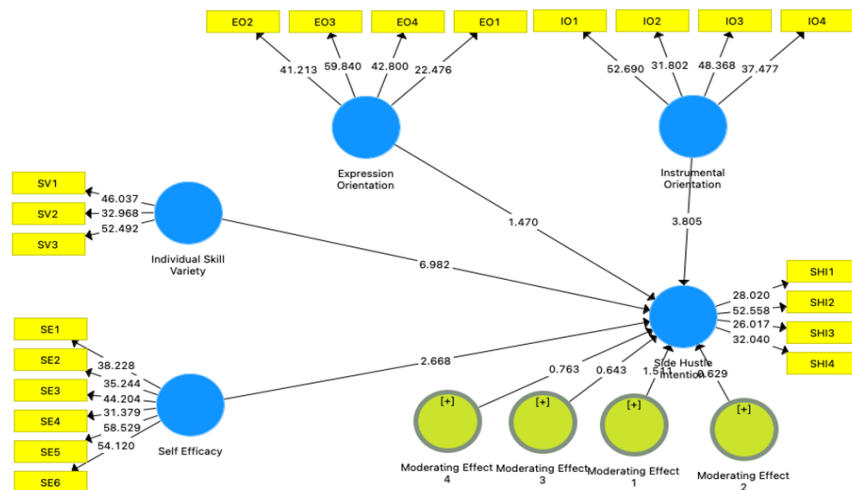


Figure 3. Structural Equation Model

Figure 3 presents the results of a PLS-SEM analysis examining factors that influence side hustle intention. The structural model indicates that individual skill variety has the strongest and most significant positive effect on side hustle intention, followed by instrumental orientation and self-efficacy, both of which also show significant positive relationships. In contrast, expression orientation does not have a significant effect on side hustle intention. From the measurement perspective, all indicators associated with each construct display high statistical values, suggesting that they are reliable and valid measures of their respective variables. Although four moderating effects are included in the model and show positive directions, none of them are statistically significant. Thus, the findings suggest that side hustle intention is mainly driven by practical skills, goal-oriented motivation, and confidence in one’s abilities, rather than by expressive motives or moderating influences.

Table 5. Hypothesis Test

Relationships	Original Sample	t-Statistics	p-Value	Result
Individual Skill Variety -> Side Hustle Intention	0.433	6.982	0.000	Accepted
Self-Efficacy -> Side Hustle Intention	0.182	2.668	0.008	Accepted
Expression Orientation x Individual Skill Variety -> Side Hustle Intention	0.226	2.211	0.041	Accepted
Expression Orientation x Self-Efficacy -> Side Hustle Intention	0.248	2.129	0.047	Accepted
Instrumental Orientation x Individual Skill Variety -> Side Hustle Intention	0.233	2.143	0.046	Accepted
Instrumental Orientation x Self-Efficacy -> Side Hustle Intention	0.258	2.163	0.046	Accepted

As shown in Table 5, the direct effect was tested, specifically the positive impact of individual skill variety on side hustle intentions. The results indicate that hypothesis one (H1) is supported, as there is evidence of a positive effect of individual skill variety on side hustle intentions. This can be observed from the significance value (p-value 0.000) of less than 0.05. Therefore, the hypothesis is supported. Furthermore, hypothesis two (H2),

stating that self-efficacy has a positive effect on side hustle intention, is also supported. This is evident from the p-value (0.008), which is less than 0.05.

The third hypothesis (H3) states that expressive orientation moderates the relationship between individual skill variety and side hustle intentions. The analysis results support this hypothesis, with a p-value of 0.041 (smaller than 0.05). This means that as the level of individual skill variety, strengthened by expressive orientation, increases, the likelihood of employee side hustle intentions increases. Even when individual skill variety is low, the presence of expressive orientation can still increase employees' side hustle intentions. However, if both the individual skill variety level and the expressive orientation level are low, employee side hustle intention will decrease.

The fourth hypothesis (H4) states that expressive orientation moderates the relationship between self-efficacy and side hustle intention. The analysis results also support this hypothesis, with a p-value of 0.046 (smaller than 0.05). This indicates that when self-efficacy increases alongside a high expressive orientation, side hustle intention increases. Similarly, when self-efficacy decreases, the presence of expressive orientation can still increase side hustle intention. However, if both self-efficacy and expressive orientation are low, side hustle intention will decrease.

The fifth hypothesis (H5) states that instrumental orientation moderates the relationship between individual skill variety and side hustle intentions. The analysis results support this hypothesis, with a p-value of 0.046 (smaller than 0.05). This means that as the level of individual skill variety, strengthened by instrumental orientation, increases, the likelihood of employee side hustle intentions increases. Even when individual skill variety is low, the presence of expressive orientation can still increase employees' side hustle intentions. However, if both the individual skill variety level and the expressive orientation level are low, employee side-hustle intention will decrease.

The sixth hypothesis (H6) states that instrumental orientation moderates the relationship between self-efficacy and side hustle intention. The analysis results also support this hypothesis, with a p-value of 0.047 (smaller than 0.05). This indicates that when self-efficacy increases alongside high instrumental orientation, side hustle intention increases. Similarly, when self-efficacy decreases, the presence of instrumental orientation can still increase side hustle intention. However, if both self-efficacy and instrumental orientation are low, side hustle intention will decrease.

DISCUSSION

One key finding indicates that individual skill variety positively affects side hustle intention, consistent with previous studies. When lecturers possess a wide range of skills and knowledge, they tend to seek opportunities to demonstrate their abilities and personal value. In simple terms, individuals with diverse skill sets are more likely to pursue side hustles to express their capabilities and recognize their potential. The second finding shows that self-efficacy plays an important role in shaping individuals' intentions to engage in side hustles. This result supports earlier research, which found a positive relationship between self-efficacy and participation in a side hustle. Hwang (2014) reported that employees with high self-efficacy are more confident in their ability to perform well and are more willing to take proactive actions. Similarly, Lent et al. (2017) emphasized that self-efficacy strongly influences career exploration and decision-making. A strong belief in one's own abilities can therefore motivate individuals to initiate and sustain a side hustle.

The third finding reveals that expressive orientation moderates the relationship between individual skill variety and side hustle intention, as well as between self-efficacy and side hustle intention. According to Evans and Diekmann (2009), expressive orientation reflects an individual's tendency to express thoughts, feelings, and personal identity. As a result, expressive orientation can shape how skill variety is perceived and translated into side hustle intention, particularly because side hustles provide a platform for self-expression. In addition, Asimakopoulos et al. (2019) found that individuals with higher self-efficacy are more likely to develop strong intentions to start their own ventures.

Expressive orientation, defined as the tendency to openly express emotions and ideas (Akhtar et al., 2020), may encourage individuals to pursue side hustles to fulfill their need for creativity and self-expression.

The fourth finding indicates that instrumental orientation also moderates the relationship between individual skill variety and side hustle intention, as well as between self-efficacy and side hustle intention. Individuals with diverse skills are more likely to explore alternative income opportunities and participate in income-generating activities (Wei et al., 2013). The link between instrumental orientation and motivation is often influenced by external rewards such as financial benefits and career advancement (Ong et al., 2022). Those with a strong instrumental orientation may use their skills strategically to achieve external goals in their professional activities (Eunice & Epetimehin, 2020). Self-efficacy has also been shown to significantly influence entrepreneurial intention (Kulviwat et al., 2014; Biswas & Verma, 2021), as individuals with high self-efficacy tend to view entrepreneurial tasks as achievable. However, environmental factors, particularly instrumental orientation, play an important role in strengthening this relationship. Akhtar et al. (2020) found that individuals with an instrumental orientation may be motivated by extrinsic rewards to initiate side businesses or side hustles. When strong self-efficacy is combined with a focus on external incentives, individuals' motivation to pursue side hustles is likely to increase further.

This study extends the literature on the antecedents of side hustle engagement. Previous research has generally classified the drivers of side hustle or multiple job holding into financial motives, psychological satisfaction, and professional development (Fraser & Gold, 2001; Russo et al., 2018; Caza et al., 2018). The findings show that individual skill variety positively affects side hustle intention, suggesting that individuals with diverse capabilities are more likely to seek opportunities to fully utilize their skills and enhance their personal value. This result reinforces the role of psychological satisfaction as an important antecedent of side hustle behavior.

This study also clarifies the mechanism through which individual skill variety influences side hustle intention by highlighting the role of self-efficacy. Self-efficacy has long been recognized as a key predictor of individual behavior (Bandura, 1997). Role breadth self-efficacy reflects individuals' beliefs about their overall competence across a broad range of work-related activities (McAllister et al., 2007; Strauss et al., 2009; Fuller et al., 2009; Den Hartog & Belschak, 2012). Drawing on self-determination theory, this study confirms the mediating role of role breadth self-efficacy in the relationship between individual skill variety and side hustle intention, consistent with prior findings that link this construct to proactive behavior (Kahn, 1990; Pratt & Ashforth, 2003; Hwang et al., 2014; McKibben & Silvia, 2017).

CONCLUSION

This study examines the factors influencing individuals' intentions to engage in side hustles by focusing on individual skill variety, self-efficacy, and work orientation. The findings reveal that individual skill variety positively affects side-hustle intention, suggesting that individuals with diverse skills are more inclined to pursue side-hustle activities. In addition, role breadth self-efficacy plays a key role in explaining how skill variety translates into side hustle intention, supporting self-determination theory and prior research on proactive behavior. The results further indicate that expressive orientation and instrumental orientation define the boundaries of how individual skill variety and self-efficacy influence the intention to engage in side hustles.

The practical implications highlight the importance of fostering diverse skill development and strengthening employees' self-efficacy through cross-functional training, mentoring, and flexible work arrangements. From a social perspective, the findings suggest that enhancing individual skills and confidence may encourage side hustle activities that contribute to local economic development and entrepreneurial growth. Despite its contributions, this study has several limitations. The use of a cross-sectional design restricts the ability to draw strong causal conclusions. Moreover, the

study concentrates on the antecedents of side hustle intention and does not address the outcomes of side hustle involvement, particularly its potential impact on employees' primary job performance. Therefore, future research is encouraged to adopt longitudinal designs and to investigate the consequences of side hustle engagement for both individuals and organizations.

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