

ABSTRACT
**THE EFFECT OF WORK FLEXIBILITY ON
FREELANCER PERFORMANCE THROUGH JOB INSECURITY WITH
WORK-LIFE BALANCE AS A MODERATING VARIABLE**
(A Study on Live E-Commerce Hosts at Studio Batara, Tasikmalaya City)

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The purpose of this study was to examine and analyze the effect of work flexibility on freelancer performance through job insecurity, with work-life balance as a moderating variable among live e-commerce hosts at Studio Batara, Tasikmalaya City. This study employed a quantitative approach with a verificative and explanatory research design. The sampling technique used was total sampling, as the entire population of live e-commerce hosts, totaling 35 respondents, was included in the study. Data were collected through the distribution of questionnaires to the respondents. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS version 4 software. The results indicated that: (1) work flexibility had a positive effect on job insecurity; (2) work-life balance did not moderate the relationship between work flexibility and job insecurity; (3) job insecurity had a positive effect on freelancer performance; and (4) job insecurity mediated the relationship between work flexibility and freelancer performance.

Keywords: *work flexibility, freelancer performance, job insecurity, work-life balance.*