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The Mediation of Employee Motivation on the Relationship between Non-Financial Incentives and Willingness of Knowledge Sharing in UAE Public Sector

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Abstract: The key aim of the research is to analyze the mediating role of employee motivation in the relationship between non-financial incentives and employees' willingness to knowledge sharing in the UAE public sector. The study will be particularly conducted on GDRFA, in UAE. Research Methodology: Ensuring the reliability and validity of a certain study is contingent upon designing it with appropriate techniques and methodology [26]. By using rigorous data collection methods and designing investigations that can be universally applied, it is feasible to obtain the most accurate and reliable data from respondents across various groups. The research design encompasses the population, sample, sampling methods, and research process strategy. The questionnaire design is outlined in conjunction with the procedure of collecting quantitative data. The subsequent section provides a comprehensive explanation of the process for translating the instrument, validating survey questionnaires, and constructing the instrument. Ultimately, this study encompasses a comprehensive data analysis approach that relies on the use of SPSS and SEM-PLS statistical tools.

Keywords: Employee Motivation, Non-Financial Incentives, Willingness of Knowledge Sharing.

1 Introduction

Knowledge sharing is a vital component of knowledge management for an organization to thrive in a competitive climate. For an organization to be successful as well as sustainable, it is important to have the ability to manage and utilize all types of knowledge effectively to innovate, develop, and deliver their best. Prior research has highlighted the importance of knowledge sharing in the manner in which it allows an organization and its members to utilize available knowledge to perform, grow, and make changes as required by an organization. Knowledge sharing therefore proves to be key in driving the learning and development of an organization that is essential to support its performance and effectiveness [1].

Knowledge management refers to the utilization and management of the knowledge available to individuals and groups working in an organization. It implies trading knowledge via numerous networks connected to employees internally and externally in an organization. While knowledge management can be understood as directly involving the role of employees in their effectiveness of knowledge sharing, the significance of employee motivation has also been realized in this context, in driving the willingness of employees to share knowledge. Motivation is understood as the key criterion that drives the performance and delivery of employees in an organization [2].

Based on an initial study conducted on available resources, it has been observed that employee motivation significantly influences their desire to share information within an organization. Enhanced employee engagement and motivation positively impact their inclination to actively participate in knowledge-sharing endeavors, hence benefiting a company in multiple ways. Highly motivated employees are more inclined to actively participate in knowledge-sharing initiatives. The individuals in the organization have a strong sense of pride and responsibility for its success. This drives them to actively contribute their expertise and experiences to their colleagues and the overall business [3] Research has demonstrated that elements such as recognition, development, and incentives play a crucial influence in motivating employees and, consequently, influencing their desire to share information within an organization [4].

Research has specifically examined the effects of both internal and external motivational factors on employees' willingness to share knowledge. Studies have shown that awards are positively correlated with employee motivation and their desire to share information within an organization [5] . Nevertheless, the current research fails to provide substantial insight into the role of employee motivation as a mediator between non-financial incentives and the desire to share information inside an organization. This gap presents an opportunity for further investigation.

The goal of Non-Financial Incentives (NFI) is to provide colleagues with higher levels of opportunities in return for great job

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performance. NFI in an organization is portrayed through employees being provided with flexible working arrangements, training and developmental programs, a positive work environment, and scope for relaxation and recreation at work [6] . In some ways, the differences between monetary and NFI are easy to notice, but their effects on the performance levels of employees might be more challenging to quantify. Wages are the most prevalent sort of incentive, and they are the reason why most people work. NFI can be just as successful as monetary incentives in motivating employees. Some of the NFI's benefits include: flexible working hours, thorough training programmes, recognition, days off, monthly workplace theme days to boost morale, rewards (gym), timeouts (work on projects outside of regular working hours), routine awards ceremonies, charity activities, job security and career development [7] .

Thus, on one hand the role of employee motivation in their willingness of knowledge sharing is understood, and on the other hand the role of non-financial incentives on employee motivation. Here, it may be noted that the non-financial incentives of employees in an organization can be varied, such as including factors of work recognition, autonomy at work, feedback from seniors and management, career developments, and levels of involvement in decision-making processes in an organization. Due of stability of employment, majority of employees in government sectors feel superior to those in the private sector. Additionally, it is crucial for an organization to have a unit that is capable of evaluating the use and application of non-financial incentives as well as determining which incentives are most well-liked by staff. As a result, the personnel might perform better than they anticipated [6] .

While financial incentives are important for motivating employees, non-financial perks also have a substantial impact on increasing employee enthusiasm. Non-financial incentives exert a substantial and beneficial influence on staff morale. Given that individuals dislike feeling undervalued for their efforts, employees anticipate acknowledgment and assistance for their contributions. In order to motivate their highly competent workforce, certain organisations offer both financial and non-financial incentives to their employees. Consequently, the motivated employee is less likely to quit the organization [7]. Non-financial incentives have a positive effect on employee motivation. Indeed, it is a fact that workers receive compensation for their efforts and services. However, they also seek job stability, harmonious relationships with colleagues, the freedom to unleash their creativity, and an environment that enables them to perform at their highest potential. Hence, organizations must prioritize non-monetary advantages [8] .

For instance, job security is the probability that a worker will remain their position; a job with a high level of protection means that the worker has a low chance of being fired [9]. According to basic economic theory, during periods of economic expansion, organizations have increased demand, necessitating further financial investment in resources or labor. Thus, when services are being developed, workers' trust and security rise [10]. Training has its key implications too.

The purpose of training is to improve one's capability, performance, ability, and efficiency. It is at the heart of apprenticeships and serves as the foundation for the technical education of employees. Along with the fundamental training necessary for a trade, career, or vocation, training may continue beyond initial competence to retain, update, and upgrade abilities throughout one's working life. Specialist development is a term used by people in certain professions and professions to describe this type of training [11].

1.1 Problem Statement

Previous researchers have identified that monetary incentives are the only power for influencing the performance and delivery of employees in an organization, as when the external advantages are exhausted, individuals return to their old behavior. Knowledge sharing is understood as a key element of organizational knowledge management that urges individuals to share knowledge within their workplaces [12].

While encouraging the integration and use of knowledge management in public sector organizations, there is a tight relationship between non-incentives and rewards. When an employee believes or is certain that his or her efforts will be rewarded by management and their job is secure, he or she will provide their best efforts, implying a greater willingness to share knowledge. Also, the working environment, training and development opportunities, and job security are all factors that might impact the motivation of employees in their knowledge-sharing willingness. But, of all the elements that might influence the willingness of knowledge sharing, the incentive provided in non-financial terms such as through security of jobs, career opportunities, and a positive work environment, are understood as key factors driving the knowledge-sharing willingness of employees in an organization [13].

Job incentives including training opportunities, job enrichment, and flexible work hours can help attain enhanced willingness for knowledge sharing. To promote high levels of willingness for knowledge sharing, all firms utilize remuneration, job security, promotion, or other sorts of rewards for their staff. Many aspects, including flexible working hours, employer relationships, training, and growth opportunities, have the potential to influence or impact employee motivation. Before reviewing and rewarding employee performance, an organization needs to carefully construct the system to guarantee that employees are always motivated [2] This is because incentives are the most powerful motivator for employees, and it is important to reward employees who are willingly involved in knowledge sharing for keeping them motivated. The study focuses on analysing the employees' willingness of knowledge sharing in the public sector in order to find a vision to meet the requirements of government programs applied in the UAE with the aim of improving employee motivation and productive efficiency in the provision of services [14] .

Willingness to share knowledge is not same as knowledge transfer or knowledge exchange. Through the distribution of data as well as knowledge gain and utilization by the receiver, knowledge transfer encompasses both the interchange of knowledge and its interaction with NFI that drive employees to achieve better. Rather than comparing knowledge transfer to individuals, it has been used to explain the shift of knowledge across various companies, departments, or divisions. Although the terms knowledge-sharing and seeking of knowledge are used similarly, knowledge-sharing is closely linked to NFI because those incentives contain factors that encourage knowledge-sharing (and employees who share their knowledge with others) [15].

The term "willingness to share knowledge" in this evaluation is used to refer to scientific studies that quantify knowledge sharing (KS) in public organizations using NFI, including: job security, career development, working conditions, training opportunities, job enrichment, flexible working hours, which are among the key methods in which employees may acquire a motivation to share knowledge and authenticity program for this behaviour, which leads to the competitive advantage of an organization. Companies may capture profit from willingness to share knowledge amongst employees and within and across teams [15] .

According to research, willingness of knowledge sharing is positively correlated with employee performance, which is affected in turn, if they receive NFI, which are improved by strong career development capabilities, as well as strong performance such as revenue growth and revenue from new items [16] . In the knowledge sharing literature, knowledge transfer and knowledge exchange (KS) are frequently used in tandem or even considered overlapping content, and are connected to the behaviour of employees obtaining NFI for development of willingness to share knowledge. Non-monetary bonuses, in this context, are values other than monetary values in the pay package that are given to employees in exchange for their contributions [16] .

[15] define knowledge sharing as the propensity to have a viewpoint that incorporates the readiness to share knowledge as a component. Hence, the term willingness to share knowledge is used in this study to emphasize how it relates to NFI that employees get including but not limited to job security, career development, working conditions, training opportunities, job enrichment, flexible working hours. NFI are a cost-effective approach that rewards employees thus motivating them and allowing the organizations to retain top talent.

Employee motivation can operate as a buffer between willingness to share knowledge and NFI in the workplace. Employees are the most significant component of every organization, whether private or public, and so their motivation is an important and mediating aspect, particularly when integrating NFI with willingness to share knowledge in the public sector entities. As a result, it is crucial to understand those NFI which leads to employee motivation and ultimately willingness to share knowledge. Being driven to accomplish something is referred to as motivation. As a result, someone who is motivated because he or she felt secure at job, they will develop the behaviour of willingness to share knowledge [5] . Although there are differing definitions of motivation, practically all scholars agree that it is the force that drives a person involve in a particular behaviour.

These factors can better be comprehended by considering various motivational styles, such as intrinsic and extrinsic motivation. Need-based motivations are important drivers of individual behaviours, according to both theory and actual research. Extrinsic motivation results from a desire to attain a goal (for example, as rewards) that is unrelated to the job, whereas intrinsic motivation derives from an individual's work's intrinsic worth (for example, its benefit value) . Work motivation is linked to the external world, whereas intrinsic motivation is linked to inner desire which is highly dependent over job security and career development [17] . Employees require both intrinsic and extrinsic motivation, however working conditions play a significant role behind employee motivation . Different intrinsic incentives at workplace have been recognized and investigated by motivational theorists.

1.2 Research Objectives

The key aim of the research is to analyse the mediating role of employee motivation in the relationship between non-financial incentives and employees' willingness of knowledge sharing in the UAE public sector. The study will be particularly conducted on GDRFA, in UAE.

The objectives of the study are:

1) To assess the current level of employee motivation in the GDRFA, in UAE through quantitative measures and surveys.

2) To identify and analyse the various non-financial incentives offered in the GDRFA, UAE and their perceived impact on employee motivation.

3) To examine the relationship between non-financial incentives and willingness of knowledge sharing among employees in the GDRFA, UAE.
4) To investigate the mediating role of employee motivation in the relationship between non-financial incentives and willingness of knowledge sharing in the GDRFA, UAE.

1.3 Research Questions

The research questions that the study answers, include:

1) What is the level of employee motivation in the GDRFA, UAE?
2) How do non-financial incentives impact employee motivation in the GDRFA, UAE?
3) To what extent does employee motivation mediate the relationship between non-financial incentives and willingness of knowledge sharing in the GDRFA, UAE?
4) What are the key factors influencing the willingness of knowledge sharing among employees in the GDRFA, UAE?

1.4 Significance of the Study

The current research holds several significant implications for both academic and practical contexts. Most importantly, the research is focused on addressing an identified gap in existing research. With the findings of this study therefore, it is possible to analyse whether and how employee motivation is a mediating factor in the relationship between non-financial incentives and willingness of knowledge sharing in the UAE public sector, with data collection and analysis being targeted on the case of GDRFA, in UAE.

Based on the findings therefore, the public sector organizations in the UAE can build more effective strategies for enhancing overall performance by having a better understanding of the role of non-financial incentives and employee motivation in their employees' willingness of knowledge sharing. Organizations may promote a culture of continuous learning and innovation, which will improve service delivery and public administration, by identifying elements that motivate people to share information willingly.

2. NFI and Knowledge Sharing

2.1 Job Security and Willing to Share Knowledge

Job security is the likelihood that an individual will continue in their current position; a job with a high level of protection is one in which the probability of a person losing their job is low [9] . Basic economic theory holds that throughout durations of economic expansion organizations experience boosted need, which subsequently requires financial investment in even more resources or labour . Work confidence and security generally increase when services are experiencing development([18] ; [10]).

In contrast, during an economic crisis, services often encounter less demand and try to temporarily cut their workforces [19] . People and governments are both encouraged to accomplish higher degrees of job security. Governments attempt to do this by-passing law (such as the US Civil Liberty Act of 1964) which make it prohibited to fire staff members for certain reasons . Individuals can affect their level of job security by increasing their abilities via education and learning and experience, or by transferring to a much more favourable area.

Career development enhances motivation of employees who are seeking to attain knowledge as well as willing to share knowledge in the organizations .Based on this, the researcher anticipates that career growth will have a major impact on the willingness of employees of the GDRFA in the UAE to share their knowledge. This hypothesis is same to hypotheses in other studies . Some researchers that looked into the subject of working circumstances discovered that it has a favourable effect on employees' willingness to share knowledge . Working conditions that employees like will lead to a greater willingness to share knowledge in the organizations . Based on this, the researcher anticipates a considerable impact of working circumstances on administrative employees of the GDRFA in the UAE, in respect of their willingness to share knowledge. This hypothesis is same to other hypotheses in others studies [20].

Training possibilities enhance employee qualifications and foster a culture of knowledge sharing inside organisations . According to this, the researcher expects that providing training opportunities will significantly influence the attitude of administrative staff of the GDRFA in the UAE to share their knowledge. This theory is similar to hypotheses found in other investigations[21].

Job enrichment increases the employees willing to work as well as willing to share knowledge in the organizations [10]. Based on that, the researcher anticipates a considerable impact of job enrichment on administrative employees of the GDRFA in the UAE, in respect of their willingness to share knowledge. This hypothesis is same to other hypotheses in others studies .

Flexible work hours makes the employees feeling better and comfortable at work and this will lead to a greater willing to share knowledge in the organizations . Based on that, the researcher anticipates that flexible work schedules will have a major impact on administrative members of GDRFA in the UAE, in respect of their willingness towards knowledge sharing. This hypothesis is same to other hypotheses in others studies [22].

Job security makes employees feel better and comfortable at work and this in turn leads to higher levels of employee motivation in the organizations . Accordingly, the researcher anticipates that job security will have a considerable impact on employees' motivation among administrative staff of the GDRFA in the UAE. This hypothesis is same to other hypotheses in others studies .

2.2 NFI and Knowledge Sharing

Career development makes the employees more encouraged to work while also enhancing the levels of their motivation [23] . Based on this, the researcher anticipates that career development will have a substantial impact on employee motivation among administrative staff members of the GDRFA, in the UAE. This hypothesis is same to other hypotheses in others studies .

Working conditions that employees like and happy will lead to a greater employee's motivation in the organizations [24] . Based on this, the researcher anticipates that working circumstances will have a major impact on employee motivation among administrative staff members of the GDRFA in the UAE. This hypothesis is same to other hypotheses in others studies.

For some researchers who have researched on the relation between training and motivation, they have obtained that a positive impact is driven by training opportunities on the motivation levels of employees . Training opportunities will lead to more empowered employees at work and this can enhance the employee's motivation in the organizations . Accordingly, the researcher anticipates that training opportunities can have key positive impacts on motivation levels of the administrative employees of GDRFA, in the UAE. This hypothesis is same to other hypotheses in others studies .

Some researchers who have analysed the topic of job enrichment discovered that it had a favourable effect on employees' motivation .Job enrichment increases the employees' willingness to work as well as employee's motivation in the . Based on this, the researcher anticipates that job enrichment will have a considerable impact on employee motivation among administrative staff members of the GDRFA in the UAE. This hypothesis is same to other hypotheses in others studies [9] .

Flexible work hours makes the employees feeling better and comfortable at work and this will lead to a greater employee's motivation in the organizations. Based on this, the researcher anticipates a major influence of flexible work schedules on employee motivation among administrative staff members of the GDRFA, in the UAE. This hypothesis is same to other hypotheses in others studies[25] .

3. Research Methodology

Ensuring the reliability and validity of a certain study is contingent upon designing it with appropriate techniques and methodology [26] . By using rigorous data collection methods and designing investigations that can be universally applied, it is feasible to obtain the most accurate and reliable data from respondents across various groups. The research design encompasses the population, sample, sampling methods, and research process strategy. The questionnaire design is outlined in conjunction with the procedure of collecting quantitative data. The subsequent section provides a comprehensive explanation of the process for translating the instrument, validating survey questionnaires, and constructing the instrument. Ultimately, this study encompasses a comprehensive data analysis approach that relies on the use of SPSS and SEM-PLS statistical tools.

Finding out how many people are there in the target research population, is the first step in the population process. According to [27] , population refers to a group of people, things, or events that are interesting and/or subject for a research, while sample is a subset of population.

The level of data collection to be gathered and examined in survey research is referred to as the unit of analysis. The individual, group, community, or organizational entity where the data pertaining to the individuals in the study will be collected may be the unit of analysis. The unit of analysis for this study includes the employees working in the various offices of the GDRFA, in the UAE.

The study community includes all employees from the operational management, supervisors, operations managers and department managers in the GDRFA, in UAE, and the GDRFA is chosen because it represents a great model in the public sector in the development and benefit from knowledge management and the process of sharing, and it is a model institution in the sector.

The target respondents are all employees from the operational departments, supervisors, operations managers and department managers in the GDRFA, in UAE, which provides accurate coverage for the majority of employee categories, which reflects a comprehensive perception by all administrative levels in the authority, and which is consistent. With the orientations of previous studies in this context, each employee gives their own view of the questionnaire questions. Filling out the study form from more than one person from the same department or department gives a case of convincing confirmation or justified rejection of the scale items and thus gives a more accurate result.

The Morgan Kerjice method shall be used to decide on the sample size from the GDRFA in UAE, for purpose of data collection. The Morgan sampling table is shown in Table 3.1, and the formula is shown in the text box below it with a 95% confidence level and a 5% margin of error [28] .
To ensure that participants are effective representatives of the target research population, the samples must be carefully chosen. The following list is identified to give further information about the population characteristics:

- The population is assigned into eight categories, the main office and the seven states.
- The eight location based groups are not equal in population density.

The data will be collected from the eight location-based groups based on the employees' population rate constituting all the sample organizational members. The technique used for selecting samples is simple random sampling and have the following characteristics:

- The collection will be conducted into eight location; one organization per location group to cover the seven states and the main office.
- In populations that have been consistently and uniformly selected, the simple random sampling is preferable. With this method of selection, everyone has an equal chance of taking part in the study, and the decision-making is solely reliant on chance.
- It is a fair and impartial method of selection, and with careful planning, the sample can accurately reflect the entire population. By selecting participants at random, randomization helps to reduce the effects of known and unknown circumstances, which may result in a more careful process of selecting a sample for the desired study.

3.1 Data Collection

The study will adopt an online data collection technique to reach a relatively specific target sample of the authority's employees in the United Arab Emirates. When the target groups are dispersed throughout a large coverage area, it can be beneficial to collect data online using the technique of online collection via (e-mail or WhatsApp) to ensure that the proper sample size is secured (

- Data is collected directly using a printed version of the questionnaire and it will be collected by the researcher.
- The online dataset will use an online soft copy (e.g. Google Forms) and will be sent to the target population.

3.2 Instruments Development, Validity, and Reliability

Well-structured questionnaires are the primary tool used to get original data from sampled people. To be effective, valid, and trustworthy, the questionnaire must ask the right questions, gather sufficient data, be simple to use, and maintain participant confidentiality. The design of the questionnaire, the creation of the items, validity, and reliability are covered in the following parts.

3.3 Questionnaire Design

The context of the survey is divided into two primary sections that ask for demographic information about the respondents and questions concerning personal profile information such gender, age, income, positions, and qualifications. Since there are six subsections in the second section, which is the major one (as mentioned in the conceptual framework), each subsection is related to one of the proposed variables. Before moving on to the gathering of empirical data, each variable is examined using a number of questions that were gathered and modified from earlier studies and validated for validity and reliability.

The validity of the survey instrument is determined by its content, and one way to do this is to use the face validity approach, which involves judging a test's coverage of the idea it is intended to measure. It implies to the openness and applicability of a test for gathering information from the targeted responses [29] .

One of the most crucial instruments in scientific research, particularly in social and educational research, is the questionnaire. Whether the research is survey-based or partial, it is the researcher's method of gathering data and information that is connected to the language and purpose of the study. The questionnaire is frequently used to determine the trends of the research sample, examine its behaviours, and gather data [29] . The questionnaire is used to collect data and information related to a scientific research problem or phenomenon, where the researcher prepares a questionnaire form that includes questions directed to a sample of respondents, who answer them according to the type of questionnaire . In comparison to other tools used in scientific research, such as interviews and observations, the questionnaire tool is employed in the survey because it is simple to construct. Answers from the questionnaire are precise. Since the respondents are not required to state their names, the questionnaire provides the sample with freedom on what and how much they want to share. The questionnaire provides the researcher with a wealth of data.

The responses to the questions regarding various perspectives are expected to be provided on a five-point ordinal scale, where 1 represents a significant degree of disagreement (very disagree), and 5 represents a significant degree of agreement (very agree). This scale is usually referred to as the Likert-5 scale and is frequently utilised by academics in social science research.

To enhance response rate and quality, a Likert-type scale with five points was utilised, hence reducing the level of discontent among respondents. The researchers employed a five-point Likert scale in order to mitigate patient responders' frustration and enhance both the rate and quality of their responses . When employing a five-point scale, the interviewer can effortlessly articulate all the scale descriptors.

The questionnaire has six main sets (scales) that ask for the perception of the participants for the following variables:

- Job Security
- Career Development
- Working Conditions
- Training Opportunities
- Job Enrichment
- Flexible Work Hours
- Employees Motivation
- Willingness to Share Knowledge

The items for every variable are adapted from related previous studies to be suitable for the target population in the GDRFA employees of the UAE.

Through expert consultation, a panel of three experts has been able to ensure the validity of the questionnaire for this investigation. Every expert was asked to study and comment on the preliminary poll results, with the goal of establishing the panellists' points of view in order to determine the results. The three experts were actually chosen from a variety of professional disciplines; two are management professors and one holding a senior managerial position in human resources. To clarify for the second draft before it was actually given to the face validity examination group, opinions on terminology, sequencing, phrasing, and usefulness were obtained.

Whether or not the second draft of the study examination looks to be a good method depends on the context validity of the study. Ten people from the UAE participated in a beta test to determine the face validity for this study (coming from another urban area which will not belong to the ultimate sample). This testing group is certainly not going to become part of the actual testing of the research study. The subsequent conditions were used: (1) the test was actually done concurrently and students inquired to fill the questionnaire. (2) Actions, addressing time, and the problem faced were actually monitored. (3) A casual dialogue was involved in the questionnaire. Remarks and remarks were signed up to clear up the third draught to become related to the aviator research study.

The evaluation carried out a pilot research study as a pre-test for testing the reliability and validity of the research technique being adopted for the study. The researcher makes up of thirty-five attendees hired for expediency of the survey, and the collected data is analysed to test the internal consistency to assure that the sore of Cronbachs' alpha are great than 0.7.

The Statistical Package for the Social Science (SPSS) version 21 will be used to analyse the data in this study to determine its reliability and normality. Furthermore, structural equation modelling makes use of SEM-PLS. The various techniques employed in data analysis include:

- Descriptive research
- Tests for reliability and validity
- A normality check
- Correlation studies
- Modelling using structural equations
- Detailed Analysis

Frequency analysis and mean tests are carried out using descriptive analysis before any statistical analysis, such as correlation or multiple regressions.

Testing for reliability refers to how consistently and steadily a test measures both variables using samples. The Cronbach's Alpha analysis is used to evaluate the dependability of the instrument. In this study, the researcher uses a reliability test for both the actual test and the pilot test. There is no use in discussing the reliability test if the study fails to be valid in these tests. To guarantee the quality of the output, both tests are crucial.

The normality test has numerous measures to ensure the distribution's normality, including the histogram, stem-and-leaf plot, and box plot.

Prior to employing multiple regressions, Pearson's correlation is used [30] Pearson correlation can range from 0.0, which is considered to have no connection at all, to +1.0, which is seen to have perfect positive correlation.

The SEM is one of the best methods for a diverse reasons, together with the fact that it is among the techniques currently in use and provides more long-lasting solutions to analyst problems than can be obtained via frequent regression. [31] State that PLS method is most effective when the only goal of using structural modelling is to derive an explanation and forecast for the constructs.

Measurement model testing and structural model tests are carried out using SmartPLS software as the principal analytical tool. Tests of measurement model validity and reliability cover both the model and the data being measured. The structural model examinations, in which regression-based analysis is conducted using the PLS method, bootstrapping, and blindfolding, are where the key results for relationships and predictions come from.

A cross-sectional study is a type of research using observations that looks at information on variables collected across time across a population sample or a pre-specified subgroup. This kind of investigation is referred to as a cross-sectional study, or a prevalence study. While conducting experiments is not an essential part of cross-sectional research, it is however frequently utilized by scientific researchers working in the physical and social sciences as well as many businesses to better understand their findings [32] .

A cross-sectional study gathers information from subjects or participants who are comparable in to each other based on the study factors, except for the one being studied. This variable does not alter over the course of the cross-sectional study. This is in contrast to a longitudinal study, where variables may change over time . This research is cross-sectional and covers the years 2023–2024.

4. Summary

The research uses a rational methodology that begins with a theory and ends with a test of the hypothesis. In this quantitative investigation, descriptive statistics, variance, and covariance approaches are used in the statistical analysis. Given that it focuses on a subject where research has already been done, the study is also exploratory in nature. The investigation also takes a scientific approach as it follows a set of systematic procedures that begin with assumptions and end with approval or disapproval in testing the hypotheses for the study. A questionnaire in English that is modified to meet the context of the study is derived from literature as the key instrument of data collection. The study is divided into two sections: demographic and perception, both of which targeted for analysis based on closed-ended questions with use of five point scales. The expert panel, a focus group, and the pilot study's internal consistency and dependability all contribute to the validity and reliability of the research.

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