Testing Dimensions of Digital On-Demand Service Platform Among Yassir Users in Algeria: An Exploratory Survey with Statistical Analysis

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Abstract:

This study tests the dimensions of the digital on-demand service platform variable among Yassir users in Algeria. Drawing on a sample of respondents, data were collected via an electronic questionnaire and analyzed using SPSS. The platform variable was operationalized through six dimensions: Availability and Flexibility, Trust and Security, Time and Cost, Speed and Ease of Use, Operational Efficiency, and Facilitation of E-Commerce. Reliability testing yielded a Cronbach's Alpha coefficient indicating excellent internal consistency. Normality assessment using the Kolmogorov-Smirnov test, skewness, and kurtosis justified parametric tests. Simple linear regression confirmed that all six dimensions are statistically significant. Operational efficiency demonstrated the strongest contribution to the platform construct, while speed and ease of use showed the most modest contribution. The findings confirm that the six dimensions collectively constitute a valid and reliable measurement of the on-demand service platform construct in the Algerian context.

Keywords: On-demand service platform; Yassir; digital economy; service platform dimensions; regression analysis.

Jel Classification Codes: L86, O33, L96, C22, O55

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Introduction:

The digital transformation of service delivery has given rise to on-demand service platforms, fundamentally altering how consumers access services. In Algeria, the digital economy is experiencing remarkable momentum, with a significant annual increase in e-merchants and a substantial rise in online transactions. Within this expanding digital ecosystem, Yassir has emerged as a leading platform, attracting millions of users across multiple cities in the Maghreb region and beyond. Despite this remarkable growth, little empirical research has systematically examined the underlying dimensions that constitute the on-demand service platform construct from the user's perspective in Algeria.

The present study addresses this gap by operationalizing the platform variable through six theoretically grounded dimensions derived from the extant literature. These dimensions include availability and flexibility, trust and security, time and cost, speed and ease of use, operational efficiency, and facilitation of e-commerce. Accordingly, this study poses the following research question: What are the dimensions that constitute the on-demand service platform variable among Yassir users in Algeria?

To answer this question, the following hypotheses were formulated

First Sub-Hypothesis: Availability and flexibility is a significant

dimension of the on-demand service platform at the significance level ($\alpha \leq 0.05$).

Second Sub-Hypothesis: Trust and security is a significant dimension of the on-demand service platform at the significance level ($\alpha \leq 0.05$).

Third Sub-Hypothesis: Time and cost is a significant dimension of the on-demand service platform at the significance level ($\alpha \leq 0.05$).

Fourth Sub-Hypothesis: Speed and ease of use is a significant dimension of the on-demand service platform at the significance level ($\alpha \leq 0.05$).

Fifth Sub-Hypothesis: Operational efficiency is a significant dimension of the on-demand service platform at the significance level ($\alpha \leq 0.05$).

Sixth Sub-Hypothesis: Facilitation of e-commerce is a significant dimension of the on-demand service platform at the significance level ($\alpha \leq 0.05$).

- **Previous Studies**

The following table summarizes previous studies relevant to this research and provides empirical backup for the dimensions used in this study.

Table 1: Related Empirical Studies

No.	Study	Dimensions / Focus	Methods
1	Jiang & Guo (2020)	Ease of use, quality, support	EFA, Alpha > 0.80
2	Zhou (2012)	Trust, Security, value	CFA, Alpha = 0.85
3	Ray & Bala (2021)	Service quality, reputation	SEM, AVE > 0.50
4	Shin (2009)	Ease of use, security, trust	CFA, Alpha 0.78-0.90
5	Bhatti (2020)	Ease of use, value, convenience	ANOVA, Alpha > 0.75
6	Taylor (2018)	Customer delay, provider independence	Theoretical model
7	Yan et al. (2024)	Network externalities, supply-demand matching	Literaturereview
8	Armstrong (2006)	Two-sidedmarkets	Economictheory
9	George &Mallery (2003)	Alpha reliabilitythresholds	Guidelines
10	Tabachnick&Fidell (2019)	Normality, parametric tests	KS, skewness, kurtosis
11	Pallant (2020)	Normality, SPSS analysis	Descriptive statistics
12	Boumediene (2023)	Algerian digital economy	Descriptive analysis
13	Hammal (2025)	E-commerce growth in Algeria	Descriptive statistics
14	Mouffok (2023)	Yassir platform features	Case study
15	Nemouchi&Mechaali (2026)	Digitization and ride-hailing	Conceptualframework

Source: Author's compilation from the reviewed literature

I-Literature Review:

I.1. On-Demand Service Platforms: Theoretical Foundations Subtitle

The digital transformation of service delivery has given rise to on-demand service platforms, fundamentally altering how consumers access services. As Boumediene (2023, pp. 468-469) notes, "The dynamic youth of the Algerian population plays a major role in this evolution, manifesting a growing appetite for cutting-edge smartphones and social networks, which is fueling an unprecedented dynamic in the country's digital market.

I.1.1. defining On-Demand Service Platforms

Taylor (2018, p. 704) provides a foundational definition: "An on-demand service platform connects waiting-time-sensitive customers with independent service providers (agents)." This definition emphasizes two critical characteristics: customer sensitivity to delay and provider independence. Taylor (2018, p. 705) further explains that "two elements that connect customer and agent decisions are agent idleness and scale economies. The fraction of time an agent working for an on-demand service platform is idle can be significant; because an independent agent is not compensated for idle time, the fraction of idle time she anticipates significantly impacts her decision of whether to work".

Armstrong (2006, p. 668) offered the initial economic definition of a platform as "a bilateral or multilateral market that allows multiple end-users to trade." Yan et al. (2024, p. 106) extend this understanding, noting that "with the spread of Internet technology, platforms are more generally regarded as structures that facilitate value interaction and value creation between providers and consumers." Building on this conceptual foundation, Yan et al. (2024, pp. 105-106) identify five fundamental characteristics that distinguish on-demand service platforms from traditional business models, as summarized in Table 2 below:

Table 2: Key Characteristics of On-Demand Service Platforms

Characteristic	Description
Network externalities	The value of the platform increases as more users join
Innovative business models	New ways of matching supply and demand
Supply-demandmatching	Real-time matching of customers with service providers
Customer delaysensitivity	Customers are sensitive to waiting time
Provider independence	Service providers decide whether and when to work

Source: Yan, X., Liu, W., Shi, V., & Liu, T. (2024). On-demand service platform operations management: a literature review and research agendas. Journal of Enterprise Information Management, pp. 105-106.

These characteristics collectively shape how platforms operate, how users behave, and how value is created within the on-demand economy. Network externalities create virtuous cycles where growth on one side reinforces the other, while customer delay sensitivity and provider independence introduce uncertainty into operations. Beyond these characteristics, Yan et al. (2024, p. 105) offer a typology distinguishing on-demand service platforms from other platform types, as shown in Table 3.

Table 3: Typology of Platforms by Service Characteristics

Platform Type	Nature of Offering	Timing	Price-setting party
On-demand service	Undifferentiated	On-demand	Platform
Freelancing	Skilled agent-specific	On-demand	Platform
Product sharing	Asset-owning agent-specific	Scheduled	Agent

Source : Yan, X., Liu, W., Shi, V., & Liu, T. (2024). On-demand service platform operations management. Journal of Enterprise Information Management, p. 105.

Murgai (2022, p. 1) observes that "on-demand solutions have proven to be a blessing for everyone in our fast-paced environment... people want everything at their doorsteps." The author explains that "the ability of the on-demand economy to make everyone happy including service providers and customers is a major factor in its success*".*

I.1.2. Digitization as Enabling Technology for Ride-Hailing Services

According to Nemouchi and Mechaali (2026, p. 337), digitization refers to "the process of converting analog data into digital format for electronic processing." Beyond this technical definition, digitization represents "a strategic process aimed at transitioning from traditional operational modes to enhanced service delivery systems" (Oueznadji, 2024, cited in Nemouchi &Mechaali, 2026, p. 337). This digital transformation has had a profound impact on the transportation sector, giving rise to ride-hailing as a prominent example of on-demand service platforms*.* Ride-hailing is defined by Ighil (2025, p. 18) as "an on-demand mobility service that connects passengers with drivers who provide rides in their personal vehicles," facilitated by a digital application that offers "booking, electronic payment, and ratings." Building on this concept, Mouffok (2023, p. 11) describes Smart Transportation Systems as solutions that "improve transportation safety, reduce environmental impact, and enhance productivity through the integration of advanced communication technologies," with key objectives such as "improving mobility and comfort levels for travelers by reducing travel time, increasing reliability, and lowering costs*".*

In essence, digitization acts as the fundamental driver that transforms conventional transportation into intelligent, on-demand, and user-focused mobility solutions, bridging traditional service models with real-time, platform-based ride-hailing applications*.*

I.2. Yassir: A Digital Platform Success Story in Algeria

The emergence of Yassir as a leading digital platform in Algeria is deeply rooted in the country's rapidly expanding digital

economy. Hammal (2025, p. 628) reports that "the e-commerce sector in Algeria is experiencing remarkable momentum. The number of e-merchants has increased by an average of 92% each year since 2020, reaching nearly 4,000 operators." Additionally, "online transactions experienced a threefold increase, nearing 13 million transactions" (Hammal, 2025, p. 628). This favorable digital ecosystem provided fertile ground for the birth and growth of homegrown platforms like Yassir.

Founded in late 2016 and early 2017, Yassir quickly became "a prominent name in the smart ride-sharing market in the Maghreb region" (Mouffok, 2023, p. 17). The company has attracted over two million users and generated profits for more than 40,000 subscribers. Yassir holds the distinction of being "the first Algerian application to join Y Combinator in 2020, securing $150,000 in funding" (Mouffok, 2023, p. 17). Presently, the company operates in 25 cities across Algeria, Morocco, Tunisia, France, and Canada (https://yassir.com/fr/algeria visited 20/04/2026). This trajectory from a local startup to an international operator exemplifies a true digital platform success story in the Algerian context.

Mouffok (2023, p. 18) describes Yassir's fare as "calculated based on an algorithm that takes into account traffic density, the distance between pickup and drop-off points, and the expected arrival time." The platform provides users with "detailed information about drivers, including their full names, contact numbers, and vehicle information".

Table 4: Alignment of Yassir's Features with Platform Dimensions

Dimension	Related Yassir Features
Availability and Flexibility	Operates in 25 cities; pre-booking; VIP services
Trust and Security	Detailed driver information (name, contact, vehicle)
Time and Cost	Fare algorithm considers traffic density and distance
Speed and Ease of Use	Real-time arrival estimates; reduces waiting time

Operational Efficiency	Algorithmic pricing; driver registration process
Facilitation of E-Commerce	Delivery services (home shopping, parcel delivery)

Source: Compiled from Mouffok (2023, pp. 17-18)

II– Methods and Materials:

II.1. Study Sample

The study population consists of the customers of the "Yassir" platform users in Algeria who represent the social phenomenon under study, both quantitatively and qualitatively

Based on the study's objectives, a questionnaire was designed targeting a convenience sample of Yassir users in Algeria. The questionnaire was distributed via "Google Forms" through social media platforms, and the data collection period lasted three days. This questionnaire aims to understand users' opinions as well as their experiences with the platform. A total of (174) questionnaires were collected from online sources.

II.2. Data Collection Tools

To collect and analyze data, the current study relied on a review of previous relevant scientific studies and theses. It also primarily relied on data collected through an electronic questionnaire created using "Google Forms," which was developed based on scales used in these studies. The questionnaire is divided into two sections. The first section includes the demographic characteristics of the sample members (gender, age, educational qualification, frequency of using the Yassir platform, and the main services used on the Yassir platform).

In the second section, we formulated a set of scalar questions based on a five-point Likert scale (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree).This was intended to provide a The second section of the questionnaire pertains to the On-Demand Service Platform variable, which is operationalized through six

dimensions: Availability and Flexibility, Trust and Security, Time and Cost, Speed and Ease of Use, Operational Efficiency, and Facilitation of E-Commerce. These six dimensions comprise a total of 20 items, distributed as follows :

- Availability and Flexibility (3 items)
- Trust and Security (3 items)
- Time and Cost (3 items)
- Speed and Ease of Use (3 items)
- Operational Efficiency (4 items)
- Facilitation of E-Commerce (4 items)

The data obtained from the field study were processed using computer software, specifically the Statistical Package for the Social Sciences (SPSS).

Statistical analysis methods vary in terms of comprehensiveness, depth, and complexity, depending on the objective of the analysis, in order to arrive at reliable indicators that support the study's objectives and hypotheses. The following methods were used to analyze the study data:

- Frequencies and percentages for the distribution of the study sample members according to personal and functional characteristics.
- Standard deviation to measure the dispersion of the sample data, and the arithmetic mean to determine the level of agreement with the study items.
- Cronbach's Alpha test to measure the reliability of the questionnaire.

- The Kolmogorov–Smirnov test to examine whether the data followed a normal distribution. This test was chosen because the sample size exceeded 50 participants.

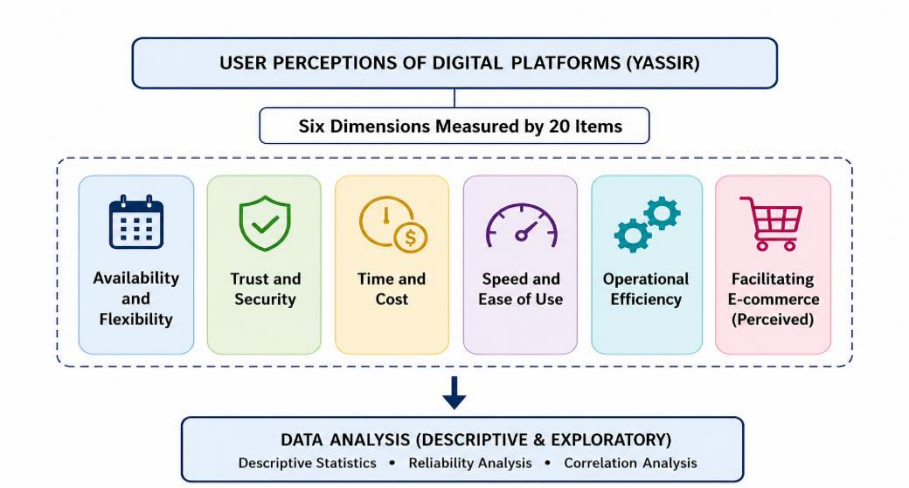
- Skewness and kurtosis values were also examinedwith values within ±2 indicating approximate normality, because the sample size exceeded 50 participants.

- Simple linear regression analysis, which establishes the testing of the six dimensions of the variable.

II.3. Study Model

In order to arrive at an answer to the main research problem and to test the study hypotheses, we described the study model consisting of the following variable and dimensions as following in the figure 1:

Figure 1: The overall study model



Source: Author's compilation from the reviewed literature.

II.4. Reliability Test of the Study Instrument

To demonstrate that the questionnaire measures the factors intended to be measured, and to verify its reliability, the internal consistency of the scale items was assessed by calculating Cronbach's Alpha coefficient. The following table presents the results:

Table 5: Cronbach's Alpha Reliability Coefficients

Variables	Number of Items	Cronbach's Alpha Coefficient	Reliability Level
Availability and Flexibility	03	0.781	Acceptable
Trust and Security	03	0.823	Good
Time and Cost	03	0.864	Good
Speed and Ease of Use	03	0.833	Good
Operational Efficiency	04	0.893	Good
Facilitation of E-Commerce	04	0.909	Excellent
Total	**20**	**0.915**	**Excellent**

Source: SPSS output from author's reliability analysis

Note. Reliability levels are based on George and Mallery's (2003) guidelines.

As observed from the table 4 above, the partial reliability coefficients achieved good results across all variables, with values ranging between 0.781 and 0.909. As for the overall reliability of the instrument, the Cronbach's Alpha value was estimated at 0.915, indicating excellent reliability for the study results.

II.5. Analysis of questionnaire descriptive Results:

Table 6: Distribution of Sample Members by Demographic Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	83	47.7%
	Female	85	48.9%
	Missing	6	3.4%
Age	Less than 25	104	59.8%
	25 – 34	39	22.4%

	35 and over	24	13.8%
	Missing	7	4.0%
Educational Qualification	Secondary	7	4.0%
	Baccalaureate	10	5.7%
	University	140	80.5%
	Diploma from Specialized Centers	5	2.9%
	Other	6	3.4%
	Missing	6	3.4%
Frequency of Use (Yassir Platform)	Daily	5	2.9%
	Weekly	42	24.1%
	Rarely	97	55.7%
	I do not use it	25	14.4%
	Missing	5	2.9%
Main Services Used (Yassir Platform)	Car Transportation Service	124	71.3%
	Food Delivery Service (Yassir Food)	26	14.9%
	Marketplace Service (Yassir Market)	3	1.7%
	Other Services	8	4.6%
	Missing Values	13	7.5%

Source: Author's analysis using IBM SPSS Statistics

The analysis of the demographic characteristics of the sample (N = 174) reveals several key insights. Regarding gender distribution, the sample demonstrates excellent balance between males (47.7%) and females (48.9%), with only 3.4% missing responses. This balance helps ensure that the sample better represents the broader population and reduces gender bias in the results .

In terms of age distribution, the sample falls into three main categories, with the "less than 25" age group constituting the largest proportion at 59.8%, followed by the "25–34" group at 22.4%, and finally "35 and over" at 13.8% (with 4.0% missing). This predominance of younger users is attributed to their greater propensity to engage with the platform compared to other age categories.

Regarding educational qualification, the majority of respondents hold a university degree (80.5%), followed by Baccalaureate (5.7%) and Secondary education (4.0%), while diplomas from specialized centers (2.9%) and other qualifications (3.4%) represent very small proportions of the sample (with 3.4% missing). Concerning frequency of use of the Yassir platform, significant variation is observed: the vast majority use the platform "rarely" (55.7%), with a smaller base of weekly users (24.1%), a very small number of daily users (2.9%), and a proportion of non-users (14.4%) (with 2.9% missing).

Finally, regarding the main services used on the Yassir platform, a strong concentration is observed in the car transportation service, representing the largest proportion of users (71.3%), followed by the food delivery service (14.9%), while the marketplace service represents a very small proportion (1.7%). A small percentage use other unspecified services (4.6%), and 7.5% of respondents did not specify their primary service. Overall, the typical user in this sample is young (under 25), university-educated, uses the Yassir platform rarely, and primarily utilizes the car transportation service.

II.6. Univariate Descriptive Statistics for All Study Variables (N = 174)

The primary data representing the responses of the study population regarding the variables contained in the questionnaire will be presented, using the Statistical Package for the Social Sciences (SPSS).

Table 7: Arithmetic Means and Standard Deviations for All Study Variables (N = 174)

Variable / Item	Mean	Std. Deviation
Availability and Flexibility		
1. I use e-commerce platforms regularly to complete my purchases and obtain various services	2.52	1.12
2. E-commerce enables consumers to access a wider range of goods and services	2.22	1.02
3. I prefer electronic transactions over traditional ones due to	1.95	0.90

the speed and ease they provide		
Trust and Security		
1. I trust the security and data protection measures when shopping online	2.90	0.99
2. I consider that e-commerce represents a genuine evolution in modern consumption patterns	1.79	0.83
3. On-demand digital platforms are considered an essential part of the modern e-commerce ecosystem	1.82	0.68
Time and Cost		
1. Digital platforms increase the efficiency of electronic transactions (reducing time and cost)	1.96	0.90
2. The digital platform provides instant services that meet my needs in a timely manner	2.17	0.87
3. The quality of on-demand services provided through digital platforms differs from traditional services	2.24	0.89
Speed and Ease of Use		
1. The platform facilitates quick access to qualified service providers	2.14	0.82
2. The digital platform allows selection of a service provider based on previous user ratings	2.16	0.83
3. The platform provides real-time updates on service status (e.g., tracking the service provider's location)	2.20	0.80
Operational Efficiency		
1. I use the "Yassir" platform as part of my consumption pattern for on-demand services	2.57	0.97
2. The quality level of services provided through "Yassir" meets my expectations as a consumer	2.66	0.96
3. The "Yassir" platform has contributed to enhancing my understanding of digital transactions and e-commerce	2.47	0.93
4. My experience with "Yassir" has strengthened my confidence in the effectiveness of e-commerce services in Algeria	2.56	1.01
Facilitation of E-Commerce		
1. I believe that digital platforms such as "Yassir" contribute to integrating users into the digital economy	2.11	0.85
2. My use of "Yassir" has motivated me to try other commercial electronic platforms	2.36	1.04
3. "Yassir" represents a living example of the role of digital innovation in facilitating modern commercial transactions	2.12	0.89

4. On-demand service platforms (such as Yassir) are considered a key driver for enabling and facilitating e-commerce in Algeria	1.94	0.79

Source: Author's analysis using IBM SPSS Statistics.

The descriptive analysis, measured on a 5-point Likert scale (1 = Strongly Agree, 5 = Strongly Disagree), reveals several key findings. Regarding availability and flexibility, respondents strongly agreed that e-commerce enables access to a wider range of goods and services (M = 2.22, SD = 1.02) and that speed and ease drive preference for electronic transactions (M = 1.95, SD = 0.90), though regular usage remained less consistent (M = 2.52, SD = 1.12) .

For trust and security, a clear disconnect emerged : respondents showed only moderate trust in data protection (M = 2.90, SD = 0.99) yet strongly agreed that e-commerce represents an evolution in consumption (M = 1.79, SD = 0.83) and that digital platforms are essential to modern e-commerce (M = 1.82, SD = 0.68), indicating persistent security concerns despite recognition of digital transformation. Regarding time and cost, respondents most strongly agreed that digital platforms increase transaction efficiency (M = 1.96, SD = 0.90), while agreement was weaker regarding quality differentiation from traditional services (M = 2.24, SD = 0.89) .

For speed and ease of use, all three items showed consistent agreement (means: 2.14–2.20; SDs: 0.80–0.83), reflecting uniform recognition of quick access, provider selection based on ratings, and real-time tracking. Turning to operational efficiency (Yassir-specific), service quality meeting expectations yielded the highest mean (M = 2.66, SD = 0.96), suggesting moderate satisfaction, while the lowest mean was for Yassir enhancing understanding of e-commerce (M = 2.47, SD = 0.93). Finally, regarding facilitation of e-commerce, respondents most strongly agreed that on-demand platforms are key drivers for e-commerce in Algeria (M = 1.94, SD = 0.79), yet the weakest agreement was for Yassir motivating use of other platforms (M = 2.36, SD = 1.04), indicating platform-specific loyalty rather than broad digital adoption. Collectively, respondents recognize the utilitarian benefits of digital platforms: speed, ease, and time

efficiency, but exhibit moderate trust in security and only modest confidence in Yassir's operational efficiency.

II.7. Testing the Normality of the Distribution for the Study's Axes and Dimensions

Before testing the hypotheses, it is necessary to determine whether the variables used in the study follow a normal distribution or not, in order to select the appropriate test. This determination is important for choosing the suitable statistical test. The following table presents the results of the normality test for the study's axes and dimensions:

table 8: Normality Assessment of Study Dimensions (N = 174)

Dimension No.	Dimension Name	Kolmogorov-Smirnov Statistic	Significance Level (p)
01	Availability and Flexibility	0.168	< 0.001
02	Trust and Security	0.160	< 0.001
03	Time and Cost	0.208	< 0.001
04	Speed and Ease of Use	0.154	< 0.001
05	Operational Efficiency	0.128	< 0.001
06	Facilitation of E-Commerce	0.171	< 0.001

Source: Author's analysis using IBM SPSS Statistics.

The results presented in Table 8 show that although the Kolmogorov-Smirnov test was significant for all dimensions ($p < 0.001$), the skewness values for all six dimensions fell within the acceptable range of -2 to +2, ranging from 0.734 (Operational Efficiency) to 1.379 (Time and Cost) .

This indicates that asymmetry is not a concern. However, kurtosis values exceeded the conventional threshold of ±2 for three dimensions: Trust and Security (2.135), Time and Cost (3.021), and Speed and Ease of Use (2.773), indicating distributions that are more

peaked than normal. Despite these kurtosis violations, parametric tests are justified. According to Tabachnick and Fidell (2019) and Pallant (2020), parametric tests such as Pearson correlation and linear regression are robust to violations of normality when sample sizes exceed 100, particularly when skewness is within acceptable limits. Therefore, the study hypotheses were tested using parametric methods.

III- the Study Hypothesis Test and Results :

III.1. Hypothesis Testing:

The six sub-hypotheses were tested using simple linear regression analysis. Table 8 reports the results, including R, R^2, F, Sig., B, BETA, and T values for each dimension, which are used to assess the statistical significance of each hypothesis.

Table 9: Regression Analysis for All Dimensions of the On-Demand Service Platform

Dimension	R	R^2	F	Sig.	B	BETA	T	Sig.
Availability and Flexibility	0.488	0.238	51.439	<0.001	1.102	0.488	7.216	<0.001
Trust and Security	0.633	0.401	110.597	<0.001	0.560	0.633	3.587	<0.001
Time and Cost	0.528	0.279	63.761	<0.001	0.940	0.528	5.967	<0.001
Speed and Ease of Use	0.460	0.212	44.359	<0.001	0.966	0.460	5.284	<0.001
Operational Efficiency	0.697	0.485	155.614	<0.001	0.434	0.697	3.045	0.003
Facilitation of E-Commerce	0.615	0.378	89.500	<0.001	0.750	0.615	4.500	<0.001

Source: Author's analysis using IBM SPSS Statistics.

Note. N = 174. All dimensions are statistically significant ($p < 0.05$). The Facilitation of E-Commerce dimension shows a strong moderate contribution ($R = 0.615$, $R^2 = 0.378$, $p < 0.001$).

Table 9 presents the regression analysis results for all six dimensions of the on-demand service platform variable. Operational efficiency demonstrated the strongest contribution ($R = 0.697$, $R^2 = 0.485$, $p < 0.001$), explaining 48.5% of the variance in the platform construct. Trust and security followed closely ($R = 0.633$, $R^2 = 0.401$, $p < 0.001$), while facilitation of e-commerce showed a strong moderate contribution ($R = 0.615$, $R^2 = 0.378$, $p < 0.001$).

Time and cost ($R = 0.528$, $R^2 = 0.279$, $p < 0.001$), availability and flexibility ($R = 0.488$, $R^2 = 0.238$, $p < 0.001$), and speed and ease of use ($R = 0.460$, $R^2 = 0.212$, $p < 0.001$) showed moderate contributions. All six dimensions yielded statistically significant results ($p < 0.05$), confirming that each dimension significantly represents the on-demand service platform construct. Accordingly, all sub-hypotheses and the main hypothesis were accepted.

III.2. Overall Results

The overall results of this study confirm that all six dimensions of the on-demand service platform variable are statistically significant. The regression analysis revealed varying degrees of contribution among the dimensions. Operational efficiency demonstrated the strongest contribution ($R = 0.697$, $R^2 = 0.485$, $p < 0.001$), explaining nearly half of the variance in the platform construct. Trust and security followed closely ($R = 0.633$, $R^2 = 0.401$, $p < 0.001$), highlighting the critical role of user confidence. Facilitation of e-commerce showed a strong moderate contribution ($R = 0.615$, $R^2 = 0.378$, $p < 0.001$). Time and cost ($R = 0.528$, $R^2 = 0.279$, $p < 0.001$), availability and flexibility ($R = 0.488$, $R^2 = 0.238$, $p < 0.001$), and speed and ease of use ($R = 0.460$, $R^2 = 0.212$, $p < 0.001$) showed moderate yet significant contributions.

The reliability analysis yielded a total Cronbach's Alpha coefficient of 0.915, indicating excellent internal consistency. The normality assessment confirmed that skewness values were within acceptable limits (±2), justifying the use of parametric tests despite elevated kurtosis for three dimensions.

In summary, the study successfully validated that the six dimensions collectively constitute a reliable and significant measurement of the on-demand service platform construct among Yassir users in Algeria. All sub-hypotheses and the main hypothesis are accepted.

Conclusion:

This study tested the six dimensions of the on-demand service platform variable among Yassir users in Algeria. Regression analysis confirmed that all dimensions are statistically significant. Operational efficiency demonstrated the strongest contribution to the platform construct, followed by trust and security, while speed and ease of use showed the most modest contribution .

Reliability analysis yielded a Cronbach's Alpha coefficient indicating excellent internal consistency. The findings empirically validate the multidimensional nature of on-demand service platforms. However, the convenience sampling method and predominance of young, university-educated respondents limit generalizability.

Future research should employ probability sampling and explore moderating variables. In conclusion, this study provides a validated measurement of the on-demand service platform construct, contributing to both platform literature and practical insights for operators in emerging digital economies.

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