

Motivation, Satisfaction and Intention to Re-volunteering at Special Event

Akmal Adanan¹, Izni Syamsina Saari¹ and Noor Ibtisam Abdul Karim¹

¹Universiti Teknologi MARA, Cawangan Melaka

*akmaladanan@uitm.edu.my

ABSTRACT

Mega sports events have successfully attracted the interests of individuals to volunteering. In the volunteering process, the volunteers gained valuable experiences for themselves and their future. However, to what extent the motives to volunteering affect satisfaction is still less in focus. This study aimed to explore the volunteers' motivation towards their overall satisfaction. In addition, the association between overall volunteering satisfaction and the intention to re-volunteering is determined. This study utilized primary survey data that was led among the volunteers of Aquathlon Melaka 2020. A descriptive research design using a quantitative approach was applied. Results showed that altruism and intrinsic motivation were significantly contributed to the satisfaction towards volunteering. The majority of respondents were satisfied with volunteering the event and intent to re-volunteering the event in the future. The insights will provide excitement to the event organizers to improve the complex tasks in managing volunteers in organizing events.

Keywords: intention to re-volunteering, motivation, satisfaction, volunteers

1. INTRODUCTION

Volunteers in many sectors of society have become a vital set of human capital. In particular, the sports sector relies heavily on volunteers because the development and distribution of sports facilities also involve many individuals. Several researchers have highlighted the importance of voluntary work to contribute to organizations [1-4]. Moreover, volunteers appear to connect more actively and positively with organizations, considering that volunteer programs are more value-based and less measurable from the paid staff [5]. Due to that, volunteers are not restricted by the organization or its administrators for their life, and they may give constructive criticism and open feedback.

In mega sporting events such as the Olympic Games and the World Cup (FIFA), a committee of organizers would hire plenty of volunteers to help competitors, tourists, and fans by working in a variety of areas of sport, medical services, infrastructure, environment,

occasions, spectator services, and administrative services. In return, volunteerism allows the discovery of individual strengths through various skills, including leadership, project management, and communication skills [6]. Volunteerism attracts many people to participate in helping to ease the event and at the same time develop skills for future career development.

The event's organizing countries have successfully carried out volunteers' participation in international sporting events. Beijing 2008 Olympics and London 2012 Olympics had the highest number of volunteers participating in the event, which amounted to 70,000 [7]. On the other hand, 14,000 volunteers were recruited for Kuala Lumpur (KL) SEA Games and ASEAN Para Games 2017, made up of students from schools, higher learning institutions, professionals, and retirees [8].

Concerning the above, volunteers do have the reasons that motivate them to participate in those events and finally lead to the outcomes

gained through the participation. However, previous research found that the willingness to volunteer is still less dominant in society as many are self-seeking individuals, which can be attributed to development and modernization [9]. Limited studies have been conducted to examine the relationship of the intrinsic and extrinsic value of motivation with the overall satisfaction level after volunteering. This knowledge is essential to event organizers to ensure that they can improve volunteer management, hence, produce a successful event in the future. In response to that problem, this study aimed to explore the volunteers' motivation towards their overall satisfaction. In addition, the association between overall volunteering satisfaction and the intention to re-volunteering was determined.

2. LITERATURE REVIEW

The importance of motivation in volunteerism was interestingly discussed in several papers many years ago.

Previous scholarly works which have ventured into motivation in volunteerism documented a few motivation factors, including [10] concerns others, the event's performance, and culture (Value Expression); the country's pride and love and loyalty (Patriotism); the ability to gain new outlook, feel vital and important (Personal Growth); opportunity to meet and interact with people and develop relationships (Interpersonal Contacts); gain experience and job connections (Career Orientation), and the element of getting free uniforms, food, lodging and admission (Extrinsic Rewards).

Empirical evidence has also pointed out five types of volunteer motivation, including personal emotions, personal needs, altruism, experience, and personal motivation [11]. Volunteers are also driven by learning and development, a sense of belonging, and appreciation for their careers [12].

The satisfaction of volunteering was positively correlated with the amount of time spent on volunteering, service longevity, and the desire to keep volunteering outside of sport [13-14]. Via an ongoing assessment, these elements help planners better devise strategies to encourage increased volunteering. On the other hand, a study of parks and recreation volunteers stated that both job environment and volunteer psychological tasks were found to be a good sense of satisfaction [15]. The study of the 2001 Francophone Games, on the other hand, showed an elevated level of overall satisfaction with their event experience. Nevertheless, volunteers were more satisfied with aspects such as the quality of their volunteer members and coordinator recognition and somewhat less satisfied with the performance and level of accountabilities given [16].

A rise in volunteer support for special events generally increased participation among the community to encourage feelings of volunteering, increased volunteering levels, and increased engagement [17]. Sporting events signifies a unique sector as the opportunity is pretty small, between 15-20 hours but the strong experience for volunteers [18]. Unfortunately, when volunteers are dissatisfied with volunteering experience, they might likely leave one organization to volunteer with another [19]. The possibility of volunteers taking part in future volunteering behaviour to the extent that they have experienced positive consequences resulting from that behaviour in the past; equally, they will be less likely to volunteer again if they have experienced adverse outcomes [17].

3. METHODS

The current study applied a descriptive quantitative and employed convenience sampling techniques. This study utilized primary survey data that was led among the volunteers of Aquathlon Melaka 2020. A total of 48 responses were obtained with self-reported and self-administered

questionnaires. A descriptive research design using a quantitative approach was applied to explain the respondents' frequency and percentage of the responses collected.

Secondary data were also collected from relevant academic articles and journals. More than 12 articles and journals were identified in the review and reviewed to address the formulated questions.

Two inferential analyses were conducted: Pearson's Correlation and Multiple Linear Regression (MLR) to anticipate the relationship between satisfaction towards the Aquathlon Melaka event and independent variables. A Chi-square was also used to determine whether there was an association between overall satisfaction and intention to re-volunteering.

The survey instrument was developed into seven main areas. Each area contained inquiries tending to the factors that suit the research objectives. Section A comprised four questions focused on respondents' demographic profiles such as gender, age, marital status, and nationality. Section B was created to examine the general satisfaction (22 items), while Section C was concerned with altruism (3 items), and Section D examined the attitude on patriotism (3 items). Section E and F required the respondents to rate statements about extrinsic motivation (3 items) and intrinsic motivation (4 items).

The questionnaire items used a five-point Likert scale ranging from "1 strongly disagree" to "5 strongly agree". Besides that, Section G was aimed to identify the respondent's intention to re-attend the event in the future. There was only one question in this section, and respondents needed to answer whether yes or no agree to re-attend the event in the future.

Finally, by charting the data, assembling, summarising and reporting the results based on the authors' experience, existing theories

and models, incorporating statistical data, reports and proceedings, the result was gathered and reported.

4. RESULTS AND DISCUSSION

The volunteers' profile demographical data were descriptively analyzed. The study was participated by 70.8% (34 volunteers) female and 29.2% (14 respondents) male with nationalities 97.9% (47 respondents) Malaysian and 2.1% (1 respondent) non-Malaysian. The majority of the respondents are from the two different age groups: 72.9% (35 respondents) belonging to the group of 21-25 years old, 18.8% (9 respondents) below 20 years old, and 4.2% (2 respondents) above 35 years old respectively.

In the marital status context, 93.8% (45 respondents) are single, while 6.3% (3 respondents) were married. The majority of volunteers, age groups 26-30 years old and 31-35 years old, have experienced and participated in the volunteer program at least once with the same percentage, 2.1%.

A pilot test was carried out to determine the validity and reliability of the questionnaire. The questionnaire was checked for its reliability using Cronbach's alpha (Refer Table I). Cronbach's alpha ranges between 0 and 1, with the value closer to 1, the greater the internal consistency of the items in the scale. Cronbach's alpha reliability analysis results of this study recorded good consistency of all variables; satisfaction (0.958), altruism (0.908), attitude on patriotism (0.925), extrinsic motivation (0.787), and intrinsic motivation (0.923) indicated that all the attributes had met the minimum cut-off value of 0.70. Hence, it can be concluded that all grouped attributes were valid and consistently evaluating the variables.

TABLE I
Results of Reliability Test

Attribute	Cronbach's alpha
Satisfaction	0.958
Altruism	0.908
Attitude on Patriotism	0.925
Extrinsic Motivation	0.787
Intrinsic Motivation	0.923

The assumptions of multiple regressions must comply to ensure the appropriateness of the outputs from the regression analysis. For normality of error terms assumption, a simple P-P plot can be used. If the positive linear line is observed, then the error terms are normally distributed. A scatter plot of residuals versus predicted values can be plotted to check if the error terms are of constant variance.

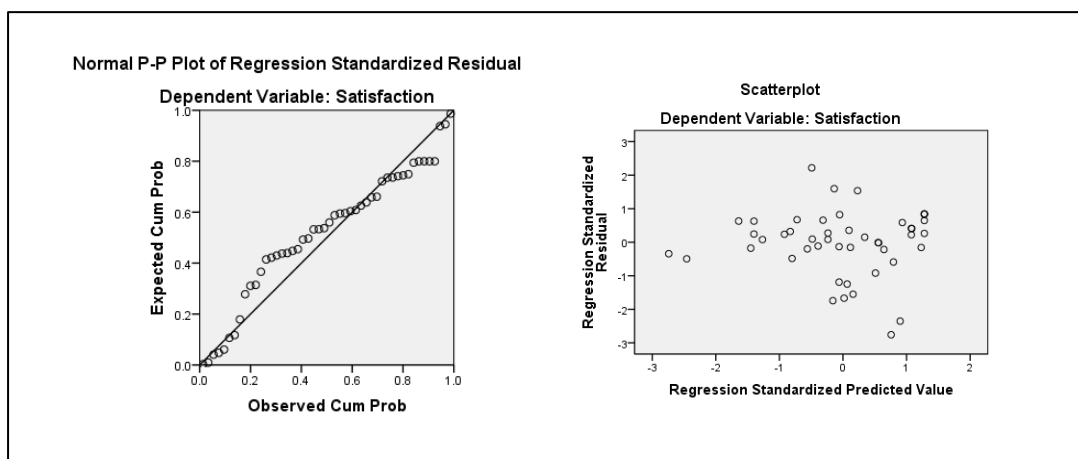


FIGURE I: Normal P–P Plot of standardized regression residuals for the dependent variable and the scatter plot of residuals observed value and predicted value

In Figure 1, in the standard P-P plot, points were laid in a reasonably straight diagonal line from bottom left to top right. It indicates no significant deviation from normality. The scatter plot of residuals shows no violation of the constant variance assumption for residuals as the points were randomly scattered.

Pearson Correlation analysis was used to investigate the strength and direction of the relationship between the dependent variable (DV), which was satisfaction, and independent variables (IVs) includes altruism, attitude on patriotism, extrinsic motivation, and intrinsic

motivation. Pearson's relationship coefficients (r) range from +1 to -1, and the sign in front demonstrates whether there is a positive or negative correlation.

Based on the Pearson Correlation matrix in Table II, the p -value for all the independent variables were less than 0.01. This showed that there exists a significant strong positive correlation between altruism and satisfaction ($r = 0.710$, p -value < 0.01) and

intrinsic and satisfaction ($r = 0.754$, p -value < 0.01) while there exists moderately strong positive correlation between patriotism and satisfaction ($r = 0.629$, p -value < 0.01) and extrinsic and satisfaction ($r = 0.503$, p -value < 0.01). Hence, it can be concluded that all independent variables (altruism, patriotism, extrinsic and intrinsic) are significantly correlated to the dependent variable (satisfaction)

TABLE II
Correlation Analysis

	Altruism	Patriotism	Extrinsic	Intrinsic
Satisfaction	0.710**	0.629**	0.503**	0.754**
n	$p < 0.01$	$p < 0.01$	$p < 0.01$	$p < 0.01$

Thus, further analysis became possible to examine the amount of variance in the dependent variables explained by independent variables. Hence, the multiple regression analysis was carried out to test if

altruism, patriotism, extrinsic and intrinsic were good predictors of satisfaction towards volunteering. Table III indicates that the regression model is significant ($F(4, 43) = 17.276$, p -value < 0.05).

TABLE III
Summary of Regression Results ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression				17.27	0.00
n	15.443	4	3.861	6	0
Residual	9.609	43	0.223		
Total	25.052	47			

Multiple correlation coefficient results of 0.785 were recorded (Refer Table IV). This value was high and suggested that the independent variables have sufficient influence on the dependent variable. It showed that variables altruism, patriotism,

extrinsic and intrinsic had been entered into the regression equation then explained 61.6% of the variability in satisfaction towards volunteering. The adjusted R^2 indicated that the four factors account for 58.1% of the respondents' satisfaction variance.

TABLE IV
Summary of Regression Results R2

R	R2	Adj R2	Std. Error of the Estimate
0.785	0.616	0.581	0.473

As shown in Table V, altruism ($t = 2.155$, p -value < 0.05) and intrinsic ($t = 3.257$, p -value < 0.05) were significantly contributed to the satisfaction towards volunteering at 5% significance level. It can be concluded that satisfaction increases when the altruism of respondents increases, holding other variables).

constant. Similarly, the satisfaction of respondents towards volunteering increases when the intrinsic motivation increase, holding other variables constant. However, Patriotism and Extrinsic failed to meet the selection criteria (p -value > 0.05).

TABLE V
Regression Results (Coefficients)

	B	Std. Error	Beta	t	Sig.
Constant	0.762	0.410		1.860	0.070
Altruism	0.351	0.163	0.418	2.155	0.037
Patriotism	-0.218	0.181	-0.252	-1.206	0.234
Extrinsic	0.085	0.108	0.097	0.791	0.433
Intrinsic	0.550	0.169	0.569	3.257	0.002

The estimated model is:

$$Y^{\wedge} = 0.762 + 0.351 * \text{Altruism} - 0.218 * \text{Patriotism} + 0.085 * \text{Extrinsic} + 0.550 * \text{Intrinsic}$$

The second objective of this study is to determine the intention to re-volunteering based on satisfaction towards volunteering events. It can be done by using cross-tabulation analysis and the Chi-Square test. Table VI shows the contingency table from the

cross-tabulation analysis between variable satisfaction and intention to re-volunteering. Based on the results, most respondents were satisfied with the volunteering event and intent to re-volunteering the event in the future.

TABLE VI
Crosstabulation Results

Intention to re-volunteering * satisfaction Cross-tabulation					
			satisfaction		Total
			No	Yes	
Intention to re-volunteering	No	Count	2	4	6
		% within intention to re-volunteering	33.30%	66.70%	100.00%
		% within Satisfaction	100.00%	8.70%	12.50%
		% of Total	4.20%	8.30%	12.50%
	Yes	Count	0	42	42
		% within intention to re-volunteering	0.00%	100.00%	100.00%
		% within Satisfaction	0.00%	91.30%	87.50%
		% of Total	0.00%	87.50%	87.50%
Total		Count	2	46	48
		% within intention to re-volunteering	4.20%	95.80%	100.00%
		% within Satisfaction	100.00%	100.00%	100.00%
		% of Total	4.20%	95.80%	100.00%

Table VII showed a chi-square value of 14.609 and 1 degree of freedom with a probability value of 0.000 indicated a significant association between overall volunteering

satisfaction and intention to re-volunteering (p-value > 0.05).

TABLE VII
Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.609	1	0
Likelihood Ratio	8.99	1	0.003
Linear-by-Linear Association	14.304	1	0
N of Valid Cases	48		

5. CONCLUSION

This study has found that generally, volunteers are satisfied with the volunteering activities in the special event. Altruism, patriotism, extrinsic and intrinsic explained 61.6% of the

variability in satisfaction towards volunteering. Altruism and intrinsic value contributed to overall satisfaction significantly. The study also revealed that the satisfaction of volunteering an event might stimulate volunteers' interest in re-volunteering in the future.

The evidence from this study could provide some insights into managing volunteers' motivation to participate in special events. This study suggests that the event organizers should pay attention to motivation in volunteering in conducting an event. Further, the various benefits and experiences from volunteering could be highlighted to attract more people to volunteer in special events in the future.

REFERENCES

- [1] Chelladurai, P., & Madella, A. (2006). *Human resource management in Olympic sports organizations*. Leeds: Human Kinetics.
- [2] Clary, G. (2004). *Snapshots*, 36, 1-6.
- [3] Cravens, J. (2006). *The International Journal of Volunteer Administration*, 24 (1), 15-23.
- [4] Cuskelly, G. and Boag, A. (2001). *Sport Management Review*, 4 (1), 65-86.
- [5] Cuskelly, G., McIntyre, M., & Boag, A. (1998). *Journal of Sport Management*, 12 (3), 181-202.
- [6] The Star. (2019). *Benefits to be had from volunteering*. Retrieved from <https://www.thestar.com.my/opinion/letters/2019/04/05/benefits-to-be-had-from-volunteering>
- [7] Atalay Noordegraaf, M. & Celebi, M. (2015). *International Journal of Human Sciences*, 12 (1), 1263-1279.
- [8] Bernama. (2017). *Volunteers a 'major part' of SEA Games*. Retrieved from <https://themalaysianreserve.com/2017/08/07/volunteers-major-part-sea-games/>
- [9] Danny, W. (2011). *Spirit of volunteerism must live on*. Borneo Post Online.
- [10] Bang, H. & Chelladurai, P. (2003). *Paper presented at the Conference of the North American Society for Sport Management*. Ithaca, New York. May 2003.
- [11] Ellis, A. (2004). *Generation V: Young people speak out on volunteering*. London: Institute for Volunteering Research.
- [12] Ferreira, M.R., Proença, T. & Proença, J.F. (2012). *International Review on Public and Nonprofit Marketing*, (9), 137-152.
- [13] Finkelstein, M.A. (2009). *Personality and Individual Differences*, 46 (5-6), 653-658.
- [14] Omoto, A. M., & Snyder, M. (1995). *Journal of Personality and Social Psychology*, 68(4), 671-686.
- [15] Silverberg, M. E. (2001). *Journal of Park and Recreation Administration*, 19, 79-92.
- [16] Larocque, L., Gravelle, F., & Karlis, G. (2002). *Proceedings of the 10th Canadian Congress on Leisure Research*, 85-87.
- [17] Doherty, A. (2009). *Journal of Policy Research in Tourism Leisure and Events*, 1(3), 185-207.
- [18] Green, B. C., & Chalip, L. (1998). *Sport Marketing Quarterly*, (7), 14-23.
- [19] Pauline, G. (2011). *International Journal of Event Management Research*, 6 (1), 10-32.