



# Factor That Influences Motivation Towards Satisfaction Among Volunteers: A Case of Yayasan Sukarelawan Siswa (YES) Politeknik Metro Betong Sarawak

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## Abstract

This research comprises the study of factors that influence motivation toward satisfaction among Yayasan Sukarelawan Siswa (YES) Volunteers at Politeknik Metro Betong Sarawak. The study's goal is to determine the motivation factors related to volunteers, which are extrinsic and intrinsic factors that provide satisfaction to the volunteers. Following that, the study will seek to identify the factors that contribute to the satisfaction of volunteers who have participated in any volunteering activities. This research was divided into five major sections: introduction, literature review, research methodology, findings, conclusion, and recommendation. Volunteering has been shown to produce benefits related to boosting one's confidence and responsibility. Students primarily assisted with community development, sports, and education-related activities at their university. Having an array of suitable volunteering activities and good institutional networking with external agencies should be the support university provides to the student so that they will gain many benefits that enhance personal skills and future employability.

*Keywords:* - Volunteer, volunteer motivation, satisfaction

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## 1. Introduction

A volunteer is a person who spends unpaid time carrying out tasks to benefit others. Examples of volunteering include, among many other things, helping at a local food bank or community garden, campaigning or raising awareness for a good cause, working in a local charity shop, or providing administrative support for charities (Taylor, 2023).

Boyer (2017) stated that volunteering requires more than just giving time to selfless deeds or activities that benefit others. It has a higher overall societal influence. Volunteers help the community by participating in a range of activities. These opportunities are one of the reasons why more students should volunteer. Volunteers' intention to continue volunteering was mostly related to the motives for someone to become a volunteer,

expressed through personal growth, extrinsic rewards, career orientation, and other motives (Brown, 2005; Olsen, Vogt, & Andereck, 2018). According to the Corporation for National and Community Service, approximately 63.4 million Americans, or 26.8 percent of the adult population, volunteered for 8.1 billion hours' worth \$169 billion in 2009. Volunteering is a type of action in which an individual does without expecting anything in exchange for assisting others, such as the community and organizations affected by a disaster. (Mykletun & Himanen, 2021). Volunteering can be defined as any unpaid activity that involves spending time doing something that benefits the environment (Ralston et al., 2005). The subject of this study is volunteer motivation towards satisfaction (Lee, 2011). Dickson (2012) define volunteer as "formal activity undertaken through public, private, and voluntary organizations." Volunteer participation is based on two factors: extrinsic

motivation and intrinsic motivation (Ryan & Deci, 2009). Intrinsic motivation is motivated by personal enjoyment, interest, or pleasure. Intrinsic motivation, as Deci et al. (1999) observed, energizes, and sustains activities through the spontaneous satisfactions inherent in effective volitional action. Thus, extrinsic motivation contrasts with intrinsic motivation, which refers to doing an activity simply for the sake of doing it, rather than for its instrumental value (Ryan & Deci, 2000). In recent years, discussions about volunteer motivation have drawn researchers such as Warner et al, (2011) and Pearce (1983), who argue that motivation alone are poor predictors of volunteer support. The problem is discovered to be the volunteer's attitude during the event (Yeung, 2004). To do so, one must first understand the sources of satisfaction for volunteers as well as the factors influencing their future volunteer intentions (Pauline, 2011). As a result, the primary goal of this research is to determine the impact of volunteering motivation on satisfaction (Kim, 2014). Future research should investigate other factors that influence volunteer satisfaction, such as work career, social relationships, and personal development (Clary et al., 1998; Pearce, 1983; Warner et al., 2011).

### **1.1 Research Objective**

1. To identify the motivation factors of volunteers. Therefore, this study is aiming to find the motivation factors of volunteers.
2. To identify the relationship between motivation factors and volunteer satisfaction. Therefore, this study is aiming to find the relationship between motivation factors and volunteer satisfaction.

## **2. Methodology**

### **2.1 Research Design**

Polit and Hungler (1999) describe the research design as a blueprint, or outline, for conducting the study in such a way that maximum control will be exercised over factors that could interfere with the validity of the research results Burns and Grove (2001) state that designing a study helps researchers to plan and implement the study in a way that will help them obtain the intended results, thus increasing the chances of obtaining information that could be associated with the real situation. This study will use a quantitative method research to identify the influence of volunteer motivation towards satisfaction. Quantitative research options have been predetermined and many respondents are involved (Lee, 2009). According to Burns and Grove (1993) define quantitative research as a formal, objective, systematic process to describe and test relationships and examine cause and effect interactions among variables. By using quantitative research, the research can generalize results from a sample to the population of interest; measure the incidence of various views and opinions in a chosen sample (Smith, 2010).

### **2.2 Population**

According to Salkind (2009), the population is a group of potential participants or respondent to whom the result is generalized. Thus, the population for this study comprised of all Yayasan Sukarelawan Siswa (YES) volunteers at Politeknik Metro Betong Sarawak. In total there were 169 number of volunteers registered in Politeknik Metro Betong Sarawak.

### **2.3 Sampling Technique**

Sampling is the process of selecting several elements from the total population (Sekaran, 2003). The sampling process will help the researchers to save time and money by selecting a significant number of respondents that will represent the entire population. The technique used in this study is Convenience Sampling. Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements. The sample is selected because they are convenient. This is the most common type of probability sampling technique (Salkind, 2009).

### **2.4 Data Instrument**

Data collection instruments refer to devices used to collect data such as questionnaires, tests, structured interview schedules and checklists (Seaman, 1991). The instrument is obtained via a self-administered questionnaire. The questionnaire consisted of four broad areas designed to achieve the purpose of the study. A five-points Likert scale was used in this study. Section A included demographic information of respondent. The next section, Section B included items assessing extrinsic motivation factors. In section C, the item assessed the intrinsic motivation factors of the volunteer. On section D, are included the satisfaction factors that influence motivation of the volunteer.

### **2.5 Data Collection Method**

Data collection is a term used to describe the process of preparing and collecting data. It is a systematic gathering of data for a particular purpose from various sources, there has been systematically observed, recorded, and organized. To carry out this study, the researcher distributed 169 questionnaires through Google Form survey to all Yayasan Sukarelawan Siswa (YES) volunteers at Politeknik Metro Betong Sarawak in duration of 2 weeks.

### **2.6 Data Analysis**

Data analysis was conducted using the latest version of SPSS, which is version 22. Data received from the questionnaires were transferred into the software and a series of analysis including descriptive analysis and reliability statistics was operated to produce the required data that answered the research questions which is reliability analysis and descriptive analysis.

### 3. Result and Discussion

#### 3.1 Reliability Statistics

Table 1 shows that the alpha Cronbach value is 0.730. According to Salkind (2009), the reliability score for the variable should be above 0.6. The analysis of reliability facilities for the first factors of motivation was committing this assumption and this measurement was well ready for further inferential analysis.

Table 1. Reliability Statistic ( $n=169$ )

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.730	.732	12

#### 3.2 Survey Return Rate

A total of 169 questionnaires were distributed to the respondents from Yayasan Sukarelawan Siswa (YES) volunteers at Politeknik Metro Betong, Sarawak. The questionnaire was returned 100% completed and achieved the expected result. The total numbers of 169 questionnaires were completed and had been returned by 169 respondents. been defined in the abstract.

#### 3.3 Demographic Information of Respondents

It was found that 96 are female (56.8%) and 73 are male (43.2%) participate in this survey giving the total of respondents was 169. Therefore, the female respondents are higher than male respondents.

Table 2. Gender of respondents ( $n=169$ )

Frequency		Percentage %
Female	96	56.8
Male	73	43.2
<b>Total</b>	<b>169</b>	<b>100</b>

The highest percentage was (38.5%) which is 65 of the respondents volunteered for an event for 5 to 10 times in 1 year. Another (37.3%) shows that 63 of the respondents were volunteering for an event more than 10 times in a year. Lastly, the lowest percentage shows that (24.3%) of the respondents shows that only 41 respondents volunteer less than 5 times in a year.

Table 3. Average volunteering involvement in 1 year ( $n=169$ )

	Frequency	Percentage %
Less than 5 times	41	24.3
5 – 10 Times	65	38.5
More than 10 times	63	37.3
<b>Total</b>	<b>169</b>	<b>100</b>

#### 3.4 Extrinsic Factor

Comparing the mean among the items for Extrinsic Factor, the highest mean was 3.12, SD = 0.901 for item “I became a volunteer because I want to win others respect”. The lowest factor of extrinsic motivation factor was the item “I became a volunteer because I want to get free food” with the mean of 2.55, SD = 1.107.

Table 4. Extrinsic Factor ( $n=169$ )

	N	Mean	Std. Deviation
I became a volunteer because I want to win others respect	169	3.12	.901
I became a volunteer because I want to get free ticket/free admission to the event	169	2.99	.954
I became a volunteer because I want to get event's iniforms/official apparel	169	2.80	1.027
I became a volunteer because I want to get free food	169	2.55	1.107
<b>Valid N (listwise)</b>	<b>169</b>		

#### 3.5 Intrinsic Factor

Comparing the mean among the items for Intrinsic Factor, the highest mean was 3.14, SD = 0.925 for item “Participating in volunteering is fun”. The lowest factor of extrinsic motivation factor was item “Participating in volunteering activities help develops my interest” with the mean of 2.83, SD = 0.924

Table 5. Extrinsic Factor ( $n=169$ )

	N	Mean	Std. Deviation
Participating in volunteering is fun	169	3.14	.925
Being a volunteer help me fulfil my expectation towards the event	169	3.08	.834
Volunteering satisfies my curiosity about the events	169	2.98	.948
Participating in volunteering activities help develops my interest	169	2.83	.924
<b>Valid N (listwise)</b>	<b>169</b>		

#### 3.6 Total (MEAN) motivation factor ( $n=169$ )

The most significant motivation factor was intrinsic factor with mean at 3.0089 and standard deviation (SD) at 0.58369. However, extrinsic factor has the least factor which the mean at 2.8669 and standard deviation (SD) at 0.60629. As for the motivation factor, intrinsic

factor has the higher motivation factors compared to extrinsic factor for volunteer satisfaction.

Table 5. Total mean (motivation factor)

	N	Mean	Std. Deviation
Intrinsic Factor	169	3.0089	.58369
Extrinsic Factor	169	2.8669	.60629
<b>Valid N (listwise)</b>	<b>169</b>		

### 3.7 Extrinsic & Intrinsic Motivation

What is the relationship between motivation factor and volunteer satisfaction?

H1: There is a significant relationship between extrinsic motivation factor and volunteer satisfaction.

Based on Table 6, the finding of the relationship between motivation factor and volunteers' satisfaction. There was a weak positive relationship between extrinsic factor and volunteer satisfaction ( $r = .379$ ,  $p < .000$ ). Therefore, H1 is accepted.

Table 6. Extrinsic and motivation factor

		Extrinsic Motivation Factor	Volunteer Satisfaction
<b>Extrinsic Motivation Factor</b>	Pearson Correlation	1	.379**
	Sig. (2 tailed)		.000
	N	169	169
<b>Volunteer Satisfaction</b>	Pearson Correlation	.379**	1
	Sig. (2 tailed)	.000	
	N	169	169

H2: There is a significant relationship between intrinsic motivation factor and volunteer satisfaction.

Then, intrinsic factor has the moderate positive relationship between motivation factor and volunteer satisfaction ( $r = .554$ ,  $p < .000$ ). Therefore, null hypothesis is rejected, and alternate hypothesis was accepted. Thus, the correlation coefficient is very highly significantly different from zero.

Table 7. Intrinsic motivation factor

		Extrinsic Motivation Factor	Volunteer Satisfaction
<b>Extrinsic Motivation Factor</b>	Pearson Correlation	1	.554**
	Sig. (2 tailed)		.000
	N	169	169

<b>Volunteer Satisfaction</b>	Pearson Correlation	.554**	1
	Sig. (2 tailed)	.000	
	N	169	169

## 4. Conclusion

There are several factors that lead to motivation of the respondents to get involved in volunteering work. The factors related to motivation factors are extrinsic and intrinsic motivation. Based on the study, the most affected factors that motivate respondents to influence satisfaction were intrinsic factors. In intrinsic factor, high number of the respondent was choosing is "Participating in volunteering is fun". According to Ryan 2010, when an intrinsically motivated person is moved to act for the fun of, challenge entailed rather than because of external prods, pressures, or rewards.

The volunteers find that when participating in volunteering program or event is fun for them to gain their experience and fulfil the volunteer expectation towards the event. The volunteering program also can be ensuring to satisfy the volunteer curiosity towards the event that they join as part of their motivation factors. Next, volunteering activities also can help develop interest of the volunteer to join another event based on the type of interest of the individual to join in as volunteer in any program or event.

Based on the findings, researchers found out that there was relationship between motivation factors and volunteer's satisfaction based on analysis that been made. From having extrinsic and intrinsic factors that can support motivation factors of the volunteer make the volunteers more satisfy to join in volunteering in event. Intrinsic factors play have the highest relationship which the volunteers are fun when participating the event. This is because the event helps to fulfil the expectation towards the event. When the volunteers satisfy about the curiosity of the event, it will make motivation increase and make the volunteer satisfy with the program their join in as volunteer.

On top of that, when the volunteer joining the program, the volunteer wants to get others respect from which it influences volunteers to satisfy volunteering the event. According to Junaide (2014), the factors that tend to influence for joining volunteering is extrinsic rewards which is money rewards and also merchandise rather than to gain experience. Event organizers play much emphasis on the importance of intrinsically rewarding motives, such as the enjoyment of the activity of volunteering, interacting socially with other volunteers and event participants, and contributing to the larger social good.

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