

Regression Analysis of Dimensions Event Volunteer Motivation Towards Intention to Volunteer

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Abstract: Volunteerism at events, from small to large-scale festivals such as sporting competitions, is critical to their success. Understanding event volunteers' motivations is crucial for organizers in terms of recruiting, retaining, and managing volunteer resources efficiently. This study aims to examine the relationship between dimensions of event volunteer motivation which include leisure motivation, purposive motivation, egoistic motivation and external influence on the intention to volunteer. Previous studies have found that these multi-dimensional motivational factors are essential for fostering an individual's decision-making process towards volunteering at an event. Positive effects on volunteer motivation will be analyzed using regression analysis in this research. In general, the results derived from the study will assist event organizers in understanding how their volunteers make decisions about taking part in the festivals they organize as well as designing ways of recruiting, managing and holding onto them for attaining ultimate success during such occasions.

Keywords: *Volunteerism, Event Volunteer, Volunteer Motivation, Intention to Volunteer*

1. Introduction and Background

Volunteering is a profound and selfless kind of community involvement and civic responsibility in which people give their time, skills, and efforts to help various causes, organizations, or initiatives without expecting monetary return. Volunteerism has a tremendous impact on our communities and fosters a shared sense of accountability, whether through disaster relief, long-term efforts, or achieving societal change. Volunteering activities have developed as a significant and growing trend not only in Malaysia but also worldwide. The increasing numbers of demand for event volunteers, especially at major events shows how volunteer activity has become significant and plays a vital role in the business (Ahmad et al., 2020). Volunteering is often seen as a meaningful way to get engaged in society and cause positive changes. Event organizers depend on volunteers to make sure that events are running smoothly and successfully regardless of whether the scale is small or large events (Senevirathna et al., 2023).

The reasons for volunteering at events are crucial and differ depending on the size and nature of the event (Ahn, 2018). Understanding what motivates volunteers is important for organizations and volunteer coordinators because it enables them to attract, retain, and manage volunteers effectively. There is no organization without volunteers; hence they are very significant (Ahmad et al., 2020). Tapping into such incentives while offering a supportive environment that offers rewards will result in long-term volunteerism by organizations that can help achieve their goals better.

2. Literature Review

Volunteer Management: According to Rashid et al. (2023), volunteerism is often defined as giving without expecting anything in return; people donate their time and abilities without getting any money back, unlike social workers who get paid for what they do. According to Bakri et al. (2021), Malaysia's community development and social welfare depend on volunteerism. Hidzir et al., (2021) also reveal that volunteers contribute to a variety of social and community initiatives using their skills, time, enthusiasm, moral responsibility and local expertise. Rashid et al.(2023) note that event volunteers play a crucial role in the organization and implementation of various events such as cultural festivals, sports tournaments, charity fundraisers and community outreach programs in Malaysia.

Volunteer Motivation: There is a remarkable effect of volunteer motivation on future volunteering intentions,

which plays a significant role in determining the likelihood of an individual's voluntary participation in the future (Senevirathna et al., 2023). It has been found by Jung and Ha (2021) that those volunteers who are motivated by purpose and fulfillment have stronger intentions to continue helping others. Additionally, studies demonstrate that individuals whose motivation is driven by the need to make an impact or contribute toward a cause are more likely to persist in their volunteering efforts (Cho et al., 2020). For organizations looking for long-term commitment and retention, they must know why and how volunteer motivation can be fostered as a strategic necessity (Gudzinskiene & Kurapkaitiene, 2022). Moreover, skill and opportunity also might affect people's future volunteering intentions. There are various issues related to whether a person would choose to become a volunteer or not, apart from having all the skills required for this decision (Marta et al., 2010), time availability among other factors such as access to volunteer opportunities, organizational support are major reasons why people tend to be volunteers (Koutrou, 2018). Previous research findings identify several motivational factors such as leisure motivation; purposive motivation; egoistic motivation; and external influences (MacLean & Hamm, 2007, Treuren, 2013, Ashfaq et al., 2020, Schlesinger & Gubler, 2016). Understanding and tackling these issues can help volunteers build long-term commitment and organizational sustainability.

Leisure motivation and intention to volunteer: Volunteering allows people to break away from monotony, discover new paths, and spend their leisure time with interesting activities. Strigas (2001), refers to leisure motivation as activities for relaxation and recreational needs meanwhile, volunteerism is related to a love of sports, enjoyment, and deep interests (Bang and Chelladurai, 2003). Leisure motivation is a unique aspect of volunteerism that enhances people's sense of enjoyment and well-being. Others also stated that leisure motivation arises from a desire to engage in enjoyable and meaningful activities linked to one's interests, passions, and hobbies. Volunteers may be drawn to activities that allow for socialization, skill development, or recreational enjoyment (Strigas & Jackson, 2003), whereas volunteerism is related to a love of sports, enjoyment, and profound interests (Bang & Chelladurai, 2003). One reason why people choose to volunteer at sporting events is because they gain satisfaction from spending their time on such activities. Ali & Hamid (2020), found that voluntary motivation was a significant predictor of intention whereas Schlesinger & Gubler (2016) reported that leisure motivation was significantly associated with volunteering intention among young adults. Volunteering enables people to break away from monotony, discover different paths and engage in interesting activities during leisure time. Through volunteering activities, people can gain new experiences that they would not have gotten otherwise; for example working at a music festival might let you see your favorite band perform live whilst working at a sports event will let you view the athletes' performance on the field (Teixeira et al., 2023). Therefore, the hypothesis has been developed as follows:

H1: There is a positive effect of leisure motivation toward the intention to volunteer.

Egoistic Motivation and Intention to Volunteer: Volunteering for personal gain rather than altruistic reasons may be referred to as egoistic motivation. Some of these volunteers get involved because of self-interest and would like some sort of reward such as a new hobby, building their networking, or improving their resume (Haski-Leventhal, 2009). In addition, it has been shown that the need for personal benefits and rewards can be linked to volunteering (Schlesinger & Gubler, 2016, Ashfaq et al., 2020). People in this category would contribute to volunteering opportunities because they want to feel good about themselves or have a sense of purpose. Such individuals might decide to volunteer due to various reasons such as; increasing their social status boosting their professional development through learning new skills and networking (MacLean & Hamm, 2007, Schlesinger & Gubler, 2016). Personal rewards and possibilities for self-improvement are common consequences of having an egoistic drive toward volunteerism (Antoni, 2009). Meanwhile, using volunteer opportunities to develop one's abilities and resume might be a good reason for participating in volunteer activities (Marchesano & Musella, 2020). Overall, egoistic drive can be a real and crucial aspect of volunteers because it offers personal rewards and prospects for advancement. Therefore, the hypothesis has been developed as follows:

H2: There is a positive effect of egoistic motivation toward the intention to volunteer.

Purposive Motivation: Purposive motivation, or the desire to contribute to a meaningful cause or make a positive impact, is another important factor in volunteering intention (Ashfaq et al., 2020, Gazley, 2012). Volunteerism relies extensively on purposeful motivation which motivates people to participate in unpaid assistance activities with clear objectives and desires. These incentives are different across people but they

usually revolve around wanting to make a positive impact in society; supporting causes one is passionate about; gaining personal satisfaction and fulfillment; learning new skills and experiences; developing significant links with others; and advancing their personal growth and development (Marchesano & Musella, 2020). Purposive motivation drives volunteer participation keeping organizations effective in their operations. Thus, by recognizing this fact, organizations can develop fulfilling experiences for volunteers such that both collective fulfillment and individual satisfaction are attained. Further inquiry into goal orientation in volunteering will be useful in improving strategies for the recruitment, retention, and satisfaction of volunteers (Zhigang et al., 2022). Understanding purposive motivation in volunteering allows organizations and communities to successfully recruit and retain volunteers, create meaningful volunteer opportunities that align with their interests and goals, and ultimately maximize the impact of volunteer efforts (Stukas et al., 2016). Therefore, the hypothesis has developed as follows:

H3: There is a positive effect of purposive motivation toward the intention to volunteer.

External Influence: External influence has a significant impact on the level of volunteers in the community. External influence, including social pressure, organizational support, and cultural norms can also influence an individual's intention to volunteer (Ashfaq et al., 2020; Schlesinger & Gubler, 2016). Additionally, Bańbuła, (2021) stated this decision may be affected by society standards, cultural values, and peer pressure. These external factors either encourage or discourage people from volunteering depending on how volunteerism is seen and appreciated in their particular environment. According to Rais et al., (2021), studies have shown that individuals often come across volunteering opportunities through friends' networks, family members, coworkers or other volunteers. Furthermore, exposure to volunteering through educational institutions, such as college or university courses, can also encourage people to get involved (Rais et al., 2021). External influences such as the availability of volunteer opportunities, access to resources and support, and an individual's overall view of the organization or cause being supported can all have a significant impact on their decision to volunteer (Sahri et al., 2013). Therefore, the hypothesis has developed as follows:

H4: There is a positive effect of external influence on the intention to volunteer.

Intention to Volunteer: The dependent variable of the study is the intention to volunteer. To make it possible for them to fulfill the purpose of volunteering, a volunteer engaged in different types of events for various reasons or objectives. The major reasons for being a volunteer at an event were mentioned in previous studies; personal challenge, team membership, appreciation and respect, learning different languages and cultures, meeting new people and making friends with them, as well as participating in sports (Rozmiarek et al., 2023). This statement was also supported by Ahn (2018) where people with strong attachments to sports events might be inspired to volunteer and participate in voluntary activities. In addition, the intentions and expectations of sports event volunteers are used by sports organizations to design challenging and interesting volunteering systems that offer valuable experiences while enhancing volunteers' skills and knowledge in exchange for their complete dedication and commitment (Teixeira et al., 2023). Retaining present volunteers as well as recruiting new ones is important to an organization. There is a need to retain present volunteers alongside attracting others who are seen to be beneficial for the company too (Clary et al., 1998).

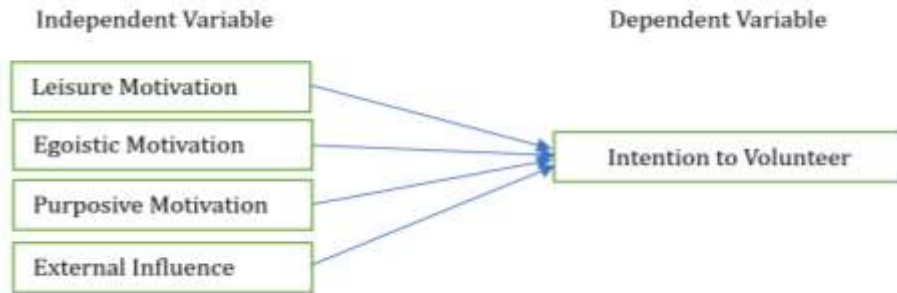
3. Research Methodology

The study's approach is correlational research, with the analysis generated based on an investigation of the volunteer motivation scale modified from Ahn, Y. (2018). The data was gathered from students at a higher education school who have previously volunteered for an event. This study, which includes 151 respondents, was conducted using convenience sampling. The survey was done using a questionnaire distributed online via a Google form. The questionnaire was derived from Ahn, Y. (2018) and guided by a literature review for the current study. The questionnaire was divided into four (4) sections, three (3) of which contained the independent variables and one (1) section with the dependent variables. The final questionnaire includes items about volunteer motivation, such as leisure motivation, egoistic motivation, purposeful motivation, and external influence. The participants' demographic information was measured using an ordinal and nominal scale, while the constructs were measured using a Likert scale. The study's data were analyzed using linear regression statistical tests in SPSS.

Conceptual Framework

To conduct this study, the event volunteer motivational scale served as the independent variable (IV) which consists of Leisure Motivation, Egoistic Motivation, Purposive Motivation and External Influence. Meanwhile Intention to Volunteer is labeled as the dependent variable (DV).

Figure 1: Proposed Conceptual Framework



Based on the framework above, the hypothesis is tested as the following:

- H1: There is a positive effect of leisure motivation toward the intention to volunteer.
- H2: There is a positive effect of egoistic motivation toward the intention to volunteer.
- H3: There is a positive effect of purposive motivation toward the intention to volunteer.
- H4: There is a positive effect of external influence on the intention to volunteer.

4. Findings and Discussion

Table 1 shows the analysis data regarding the demographic background of the participants. A total of 151 participants completed the surveys. The data indicates that the majority of the respondents are female, accounting for 51 percent, while the male respondents amount to 74 individuals or 49 percent. The survey revealed that 43% of the respondents fall between the age range of 18-22 years old, while 29.1% are aged between 23-27 years old. Additionally, 27.9% of the respondents are 28 years old or older. The survey had the most significant level of engagement from students, accounting for 72 responses, which is 47.7 percent of the total. Employed individuals had the second greatest participation rate, with 45.7 percent, while the contribution from jobless individuals was only 6.6 percent.

Table 1: Demographic Profile of the Respondents

	Factors	N	%
Gender	Female	77	51
	Male	74	49
Age Group	18-22	65	43
	23-27	44	29.1
	33-37	16	10.6
	38-41	4	2.6
	42 and above	3	2.0
Occupation	Employed	19	12.7
	Unemployed	69	45.7
	Student	10	6.6
		72	47.7

Descriptive Statistics: The descriptive statistic for the study's variable is shown in the table above. The 5-point scale, with 1 representing a strong disagreement and 5 representing a strong agreement, is used to evaluate each variable. The outcome reveals that egoistic motivation had the highest mean, 4.26 with a

standard deviation of 0.645. Leisure motivation comes in second with a mean of 4.26 and a standard deviation of 0.692, while purposive motivation comes third with a mean of 4.22 and 0.645 standard deviation. Intention to volunteer as a dependent variable for this study shows a mean of 4.14 and a standard deviation of 0.675. Meanwhile, external influence had the lowest mean, 3.87 with a 0.877 standard deviation.

Table 2: Descriptive Statistic

Construct	N	Mean	Std. Deviation
Leisure Motivation	151	4.26	0.692
Egoistic Motivation	151	4.29	0.645
Purposive Motivation	151	4.22	0.645
External Influence	151	3.87	0.877
Intention to Volunteer	151	4.14	0.675

Reliability Statistics: When determining measurement accuracy, reliability is linked to the measuring tool's consistency and stability. Cronbach's alpha was used in dependability statistics to measure how well the items are positively related to one another and whether they are internally consistent. Table 2.0 shows the reliability statistics for the variable.

Table 3: Reliability Statistic

Construct	Mean	No of Items	Cronbach Alpha
Leisure Motivation	4.26	2	0.784
Egoistic Motivation	4.29	3	0.815
Purposive Motivation	4.22	4	0.833
External Influence	3.87	3	0.725
Intention to Volunteer	4.14	3	0.852

Based on reliability analysis, all the instruments are valid as Cronbach's alpha is .934. Table 3 shows the details of each dimension used in this study. Cronbach's alpha coefficient was performed to measure the internal consistency of survey items. As shown in Table 3, the Cronbach's Alpha is between 0.725 and 0.852 items. According to Salkind (2014), a Cronbach's alpha that is greater than .6 is questionable, .7 is acceptable, .8 is good, and .9 is excellent. Therefore, all constructs are accepted as being reliable for this research.

Correlation: Correlation is the analysis of the connection between variables. This study examines the relationship between leisure motivation, egoistic motivation, purposive motivation, external influence, and the intention to volunteer. The correlation will reflect the direction and significance between all variables. It will determine whether the variables have a positive or negative correlation.

Table 4: Correlations

		Leisure Motivation	Egoistic Motivation	Purposive Motivation	External Influence	Intention to Volunteer
Leisure Motivation	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	151				
Egoistic Motivation	Pearson Correlation	.659**	1			
	Sig. (2-tailed)	<.001				
	N	151	151			
Purposive Motivation	Pearson Correlation	.610**	.713**	1		
	Sig. (2-tailed)	<.001	<.001			
	N	151	151	151		
External Influence	Pearson Correlation	.342**	.331**	.593**	1	
	Sig. (2-tailed)					
	N					

Influence	Sig. (2-tailed)	<.001	<.001	<.001		
	N	151	151	151	151	
Intention to Volunteer	Pearson Correlation	.529**	.564**	.725**	.551**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	151	151	151	151	151

***. Correlation is significant at the 0.01 level (2-tailed).*

The table above demonstrates a correlation analysis between leisure motivation, egoistic motivation, purposive motivation, and external influence toward the intention to volunteer. The interpretation of the correlation result for this study is based on Hair et. al. (2006). The result shows purposive motivation is a high correlate and positive relationship ($r=0.725$, $p<0.001$) with intention to volunteer. Meanwhile, external influence ($r=0.551$, $p<0.001$), egoistic motivation ($r=0.564$, $p<0.001$) and leisure motivation ($r=0.529$, $p<0.001$) show a moderate and positive relationship. Therefore, the researchers accept all the hypotheses, affirming that all four types of motivations positively affect the intention to volunteer.

Regression Analysis: In this study, regression analysis was used to examine one or more independent variables that were thought to have an impact on the dependent variable. To test the hypothesis of the study, regression analysis was conducted. This section will specifically address the coefficient of determination (R^2), which quantifies the proportion of variability in the dependent variable that can be accounted for by the variability in the independent variable. In addition, it pertains to the beta coefficient (β), which estimates the outcome of a multiple regression analysis conducted on standardized variables. The table below shows the findings of the conducted regression analysis.

Table 5: Regression between Leisure Motivation, Egoistic Motivation, Purposive Motivation, and External Influence towards Intention to Volunteer

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.751 ^a	.564	.552	.452	1.867

Based on the R square value, only 56.4 percent of the dependent variable can be accurately predicted by the independent variable. This means that there are still 43.6 percent of independent factors that were not considered in this study, however, still can influence the result.

Table 6: Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Result
	B	Std. Error	Beta				
(Constant)	0.589	0.276		2.135	0.034		
Leisure Motivation	0.113	0.074	0.116	1.539	0.126		H1 not supported
Egoistic Motivation	0.085	0.090	0.081	0.941	0.348		H2 not supported
Purposive Motivation	0.498	0.099	0.476	5.033	<0.001		H3 supported
External Influence	0.155	0.053	0.202	2.934	0.004		H4 supported

Based on the table above, leisure motivation ($\beta = 0.116$; $p = 0.126$), and egoistic motivation ($\beta = 0.081$; $p = 0.348$) were found to have no effect on the intention to volunteer. Therefore, H1 and H2 were rejected. In contrast, purposive motivation ($\beta = 0.476$; $p = <0.001$) and external influence ($\beta = 0.202$; $p = 0.004$) show a positive effect on the intention to volunteer. Therefore, H3 and H4 were accepted.

Purposive motivation and the intention to volunteer to show a positive effect between the variables. Individuals who are motivated by a feeling of responsibility are most likely to have a higher intention to volunteer. This is

indicative of the fact that purposeful motivation is the most powerful predictor of the intention to volunteer. Previous researchers stated that volunteer who are driven by purposive motivation usually view their volunteer work as an opportunity to contribute back to society and are willing to commit to the cause that they are supporting (Ye et al. 2022). Not only purposive motivation, but external influences also have a significant impact, which suggests that the expectations of society and the influence of peers play a significant role in determining whether the individual tends to volunteer or not. This result is in line with the study that was carried out by Sahri et al. (2013) where the external influence in event volunteerism becomes a factor that encourages people to volunteer for particular events. In addition, peer pressure, societal norms, and group dynamics are all factors that can influence an individual's willingness to volunteer.

5. Conclusion and Recommendations

The study provides valuable insights into the complex interplay of motivational factors that shape an individual's intention to volunteer. Acknowledging that people volunteer for different reasons, both intrinsic and extrinsic, is vital for organizations and policymakers who want to establish effective strategies to develop an abundant and lasting volunteer service (Gazley, 2012, MacLean & Hamm, 2007). Based on the findings, it is recommended that volunteer recruitment and retention efforts should focus on appealing to a range of motivational factors. This may involve designing volunteer opportunities that offer a sense of leisure and personal fulfillment, as well as opportunities for egoistic growth and purposive contribution (Treuren, 2013). However, it is important not to rely solely on egoistic motivations when it comes to volunteering, elements of altruism and a genuine wish to help others are needed to balance these motives. Organizations also should consider the role of external influences, such as social networks and community support, in fostering volunteer intention and sustained engagement (Stukas et al., 2016). By recognizing this complex association between motivation for volunteering efforts, organizations can better fit their recruitment and management processes with varying interests and dreams of probable and actual volunteers to build this more interactive group who is interested in the task of becoming more dedicated, especially in terms of what motivates them.

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