

## Understanding the Satisfaction and Motivations of Event Volunteers at Yayasan Salam Sarawak, Kuching

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### ABSTRACT

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Volunteerism has emerged as a prominent trend in social work across major developed and developing countries. However, the commitment levels of existing volunteering organization members vary, and finding suitable volunteering opportunities remains challenging for those interested. This study aimed to explore the motivational factors influencing volunteer commitment and satisfaction among participants in Yayasan SALAM Sarawak's events in Kuching. A total of 159 questionnaires were distributed among volunteers, and the collected data were analysed using SPSS version 20. Most respondents reported moderate levels of intrinsic and extrinsic motivational factors influencing their volunteer satisfaction, as indicated by the findings. Nonetheless, a significant correlation was found between motivational factors and volunteer satisfaction, highlighting the importance of understanding and nurturing motivation to improve overall volunteer experiences. To increase volunteerism, event administrators should create a greater variety of engaging volunteer activities that appeal to a variety of interests and motivations. In addition, it is necessary to conduct further studies to delve deeper into the complexities of volunteerism and gain a more complete understanding of this evolving social phenomenon.

**Contribution/Originality:** This study contributes to existing literature by demonstrating that motivational factors critically shape volunteer satisfaction and sustained engagement and is one of very few studies which have investigated event volunteers at Yayasan SALAM Sarawak, offering valuable insights to enhance volunteer management and strengthen long-term commitment.

## 1. Introduction

Volunteerism, also known as voluntary service, is essential to the development of Malaysian institutions. The Malaysian Ministry of Education promotes university student volunteerism in a significant manner. Yayasan SALAM, founded and inaugurated in late 1996 by former Deputy Prime Minister Tan Sri Anwar Ibrahim, embodies the philosophy of promoting volunteerism and charity in Malaysia as a co-factor. The foundation's core belief is to foster an environment in which people can live lives of dignity, fulfilment, and justice. With a mission to promote volunteerism as an integral component of society, Yayasan SALAM encompasses a vast array of community services that appeal to a variety of disciplines and target groups, with a particular emphasis on youth involvement. Volunteer opportunities include environmental conservation, orphanage support, caring for the elderly, rural development, awareness of the rights of women and children, consumerism, labour, and health. Additionally, Yayasan SALAM offers SIGs for the environment, community, children, learners, and technology. The selection of Yayasan SALAM as the focal point for organising and implementing programmes during the International Year of Volunteers (IYV) in 2001 was based on the organization's substantial contributions to the promotion of volunteerism. This recognition occurred in 2001. IYV desired to engage more individuals, specifically younger individuals, in assisting financially struggling neighbours and other community members. As demonstrated by programmes such as IM4U, an acronym for "1Malaysia For You," and other volunteerism programmes that actively include organisations such as Lion's Club and Skuad Sukarelawan Jabatan Kebajikan Masyarakat, the Malaysian government recognises the importance of fostering a culture of volunteering. Due to the organization's long and illustrious history and numerous successful initiatives, Yayasan SALAM is an excellent case study for examining the factors that motivate volunteers and the degree to which they are content. This study aims to investigate the factors that contribute to volunteer engagement and satisfaction levels among Yayasan SALAM's Kuching participants.

Volunteering has a significant impact on the personal and social development of Malaysian university students. Most respondents reported a high level of volunteering engagement and self-efficacy, according to a study conducted by Hamzah et al. (Hamzah et al., 2020). This suggests that volunteering plays a crucial role in moulding the character and skills of Malaysian university students. Volunteer satisfaction relies on intrinsic motivation. Several studies have investigated the relationship between the motivations of volunteers and their level of job satisfaction. Clary et al. (1998) devised the Volunteer Functions Inventory (VFI) after applying functionalist theory to the study of volunteer motivations. Based on their findings, they concluded that six distinct factors motivate volunteers to give back to their communities. Omoto and Snyder (1995) conducted a field study on AIDS volunteers and found that dispositional support, volunteer motivations, and social support affected the duration of volunteer service. In addition, they discovered that higher levels of motivation and lower levels of social support predicted longer durations of volunteer service.

### 1.1. Research Objectives

Volunteers play a crucial role in the success of non-profit organizations, and it is essential for volunteer management to comprehend their motivations and level of satisfaction. Yayasan SALAM, situated in Kuching, Sarawak, heavily relies on the dedication and dedication of its event volunteers. This paper investigates the level of volunteer

satisfaction and the relationship between intrinsic and extrinsic motivations and volunteer satisfaction among event volunteers at Yayasan SALAM Sarawak, Kuching.

## **2. Literature Review**

### **2.1. Motivational Factors in Volunteerism**

Volunteering has long been a common feature of many societies since the early development of human communities. This tradition is strongly rooted in the concept of human solidarity. For decades, individuals have willingly contributed their time, effort, and resources to support others (Gaston & Alexander, 2001). According to study by Surujlal and Dhurup (2008), volunteers, the nonprofits they support, and the neighbourhoods where they work are all winners in the volunteer economy. In all modern societies, the most basic of all values is people helping people and, in the process, helping themselves. Several studies have demonstrated that volunteer motivation plays an important role among unpaid individuals, particularly in influencing their participation in training, their contribution of time and effort, and their continued involvement in volunteer activities (Kim & Chelladurai, 2008; MacLean & Hammond, 2007). According to Clary et al. (1998) explain that motivation acts as the driving force behind the reasons, purposes, plans, and objectives that encourage individuals to initiate, direct, and sustain their involvement in volunteer activities. Knoke and Prensky (1984) identified three types of volunteer motivation: utilitarian, affective, and normative. Utilitarian incentives refer to the intangible benefits of volunteering, such as the knowledge and skills gained through volunteer labour. Affective incentives are interpersonal relationships that result from positive social interactions with others, including but not limited to affiliation, prestige, respect, esteem, friendship, and a sense of belonging. Normative incentives emphasize philanthropic and altruistic motivations, which typically involve goodwill, sharing, and assisting others (Grimm et al., 2006).

In Ismail's (2014) study, the factors that influence volunteerism in Malaysia were examined. Individuals' decisions to volunteer were significantly influenced by personal values, social influence, and organizational support, according to the findings of the study. The findings suggest that organizations and policymakers in Malaysia can promote and encourage volunteerism by comprehending these factors. In a similar vein, Kamaludin et al. (2013) examined the factors that influence volunteerism in Malaysia. Personal values, social influence, and organizational support were identified as significant determinants of volunteerism in the study. To increase volunteer participation in Malaysian society, organizations and policymakers must address these factors, according to the findings. These studies shed light on the decline in volunteerism in Malaysia and highlight the significance of comprehending the factors that affect volunteerism. By addressing these factors, organizations and policymakers can increase volunteer participation and address the dearth of volunteers in our society.

The literature on youth volunteerism, as examined by Mardhiyyah Sahri et al. (2013), identifies numerous motivating factors that encourage young people to engage in volunteering activities. In both the Turkish and Malaysian contexts, altruism, in which young volunteers assist others without expecting anything in return, has been identified as a key motivator. Additionally, affiliation and personal growth were cited as important motivators, particularly among Turkish youth volunteers, highlighting their wish to connect with others and develop personally through volunteer experiences. In a study conducted in Africa, recognition and appreciation were found to be significant motivators

for young people to engage in volunteer work. The desire to make a positive difference in society was identified as a key intrinsic motivator, reflecting the passion of youth volunteers to have a positive impact on their communities. In Australia, where youth volunteers highly value opportunities to acquire new skills and competencies through their volunteer engagements, skill development also emerged as a crucial factor. In addition, the literature emphasizes the significance of self-motivation and a prosocial personality in influencing adolescent involvement in volunteer activities. Volunteerism is correlated with increased self-motivation and prosocial traits, according to studies of Malaysian students. Participation motivation also plays a role, as demonstrated by the desire of young volunteers to participate in distinctive learning experiences and activities. In addition, peer influence, prior volunteer experiences, and academic accomplishments were identified as factors that contribute to adolescent volunteering. The literature concludes that enhancing CVs or employability functions as a motivation, particularly in the United States, where volunteer roles aligned with future careers motivate students to participate in volunteer work.

In conclusion, the literature review demonstrates that personal values, opportunities for skill acquisition, and individual motivations influence the diversity and variety of juvenile volunteerism's motivating factors. Understanding these factors is essential for promoting and empowering youth volunteerism, allowing organizations such as Yayasan SALAM Sarawak in Kuching to design effective strategies that cater to the needs and interests of young volunteers, thereby fostering an active and meaningful culture of community engagement.

## **2.2. Volunteer Satisfaction and its Importance**

Benevene, Buonomo, and West's (2020) research shows how important it is for volunteers to feel fulfilled in their roles. The results show that volunteers who feel valued and appreciated by the organizations they serve are more likely to continue their service. Volunteers are more likely to stay involved if they feel like their efforts are truly appreciated, which is especially important when recruiting new volunteers. Supporting organizational learning has been shown to have a multiplicative effect, with volunteer satisfaction serving as a key mediator. The retention of volunteers in non-profit organizations (NPOs) can be improved by paying attention to their motivations and levels of satisfaction. Therefore, satisfied volunteers are more likely to continue their service over time, which is good for the community. This research demonstrates the value of focusing on volunteer happiness as a strategy for retaining dedicated individuals in non-profit organizations. Volunteers are more likely to remain committed to an organization and its mission if they have a great and rewarding experience while serving the community. According to research by Huang (2017) on APEC volunteers' motivation and its correlation with job satisfaction, volunteer fulfilment emerges as a crucial factor with far-reaching consequences. Based on the findings, contented volunteers are more likely to continue volunteering and have higher levels of motivation and performance. Volunteers are more likely to stick around, make meaningful contributions, and show increased motivation and productivity if they enjoy their work.

## **3. Research Methods**

A cross-sectional or correlation design was employed to examine the relationship between motivational factors and event volunteers' satisfaction. The study used a one-time survey approach, collecting data from respondents at a specific point in time to

explore the co-variation between the variables of interest, fulfilling the cause-effect requirement. Unit of analysis in this research was at the individual level, treating each volunteer as a separate data source. A sample of 159 volunteers was selected from a population of 265 registered members of Yayasan SALAM using purposive convenient sampling. Questionnaires were used as the data collection method, directly distributed to the respective volunteers during the events. The questionnaires consisted of four sections: intrinsic motivation, extrinsic motivation, satisfaction, and demographic profile. The questionnaires were designed to gather data on motivational factors and volunteer satisfaction. Part A included basic demographic profile questions, while Part B and Part C comprised close-ended 5-point Likert scale questions to assess intrinsic and extrinsic motivation, respectively. Part D consisted of close-ended 5-point Likert scale questions related to volunteer satisfaction. Additionally, Part E blended close-ended 5-point Likert scale questions with open-ended questions, inviting respondents to provide reasons and suggestions related to their volunteer experiences. The collected data were analysed using descriptive statistics with the aid of SPSS Version 20.0. Descriptive statistics involved transforming and organizing raw data to gain a comprehensive understanding of the factors under investigation. The data analysis process uncovered patterns, trends, and relationships between the motivational factors and volunteer satisfaction, providing valuable insights to the study's objectives. To evaluate the internal consistency and reliability of the data for intrinsic motivation, extrinsic motivation, and satisfaction, a reliability analysis was conducted. With Cronbach's alpha coefficients of 0.882, 0.809, and 0.877, respectively, the findings show great dependability. These results support the study's conclusions and guarantee the validity of the research findings by demonstrating the importance and acceptability of the features of the variables.

## **4. Results**

### **4.1. Overview of Respondents and Sample Characteristics**

According to the study's demographic profile, a large proportion of the participants (85.0%) were female volunteers. The majority (92.9 percent) of the volunteers were young adults (ages 18–25). Furthermore, 95.6% of the volunteers were not in a committed relationship. Eighty-five percent of the participants did not have jobs at the time of the study, and 75.2% of them had at least a bachelor's degree. The largest percentage of responders (34.5%) came from the city of Kuching, followed by Kota Samarahan (32.7%). These demographic results offer crucial insight into the make-up and motivations of the volunteer group involved in Yayasan SALAM's events and provide significant insights into the characteristics of the volunteers involved.

### **4.2. Motivational Factors and Volunteer Satisfaction Levels**

In Table 1, the analysis of satisfaction factors among Yayasan SALAM event's volunteers is presented. The table presents the mean and standard deviation for each satisfaction factor, which was measured using a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The results indicate that volunteers expressed the highest level of satisfaction with the opportunity to learn new things ( $M=4.292$ ), followed closely by the enjoyable experience and useful networking ( $M=4.230$ ), and the rewarding nature of volunteer work ( $M=4.177$ ). Volunteers also reported experiencing personal growth as a significant factor contributing to their satisfaction ( $M=4.168$ ). On the other hand, the lowest level of satisfaction was related to the extent to which their volunteer experience aligned with their career goals ( $M=4.035$ ), followed by the perception of making a

difference through volunteer work ( $M=4.089$ ). These findings shed light on the key aspects that contribute to volunteer satisfaction, providing valuable insights for Yayasan SALAM in enhancing the overall volunteer experience during their events.

Table 1: Statistic Distribution of Satisfaction Factor

|                                          | Mean   | Std. Deviation |
|------------------------------------------|--------|----------------|
| DQ2 Opportunity to learn new things.     | 4.2920 | .57758         |
| DQ3 Enjoyable, become useful networking. | 4.2301 | .65477         |
| DQ5 Volunteer work has been rewarding.   | 4.1770 | .72247         |
| DQ4 Experienced personal growth.         | 4.1681 | .68011         |
| DQ1 Volunteer work made a difference.    | 4.0885 | .67556         |
| DQ6 Experience meets my career goal.     | 4.0354 | .83377         |

#### 4.3. Relationship between Motivational Factors and Volunteer Satisfaction

In Table 2, the correlation analysis was conducted to examine the relationship between intrinsic motivation and satisfaction among Yayasan SALAM's event volunteers. The Pearson correlation coefficient revealed a strong positive correlation of  $r = 0.633$  with a significant level of  $p < 0.01$  for both variables, indicating a significant relationship between intrinsic motivation and satisfaction.

Table 2: Pearson Correlation coefficient – Intrinsic Motivation Correlation

|                      |                     | Satisfaction | Intrinsic Motivation |
|----------------------|---------------------|--------------|----------------------|
| Satisfaction         | Pearson Correlation | 1            | .633*                |
|                      | Sig. (2-tailed)     |              | .000                 |
|                      | N                   | 113          | 113                  |
| Intrinsic Motivation | Pearson Correlation | .633**       | 1                    |
|                      | Sig. (2-tailed)     | .000         |                      |
|                      | N                   | 113          | 113                  |

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

Table 3: Pearson Correlation coefficient – Extrinsic motivation Correlation

|                      |                     | Satisfaction | Extrinsic Motivation |
|----------------------|---------------------|--------------|----------------------|
| Satisfaction         | Pearson Correlation | 1            | .588**               |
|                      | Sig. (2-tailed)     |              | .000                 |
|                      | N                   | 113          | 114                  |
| Extrinsic Motivation | Pearson Correlation | .588**       | 1                    |
|                      | Sig. (2-tailed)     | .000         |                      |
|                      | N                   | 113          | 113                  |

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

Similarly, Table 3 presents the correlation analysis for extrinsic motivation and satisfaction. The Pearson correlation coefficient indicated a strong positive correlation of  $r = 0.588$  with a significant level of  $p < 0.01$  for both variables, demonstrating a significant relationship between extrinsic motivation and satisfaction among Yayasan SALAM's event volunteers.

These findings highlight the importance of both intrinsic and extrinsic motivations in influencing the satisfaction of volunteers during Yayasan SALAM's events. Volunteers who

are intrinsically motivated (motivated by internal factors such as personal growth and fulfilment) and extrinsically motivated (motivated by external rewards or recognition) are more likely to experience higher levels of satisfaction with their volunteer work. Understanding these relationships can help Yayasan SALAM in better engaging and retaining volunteers, contributing to the success of their events and community impact.

## 5. Discussion

The results of this study offer important new understandings into the connection between volunteer satisfaction and motivation among Yayasan SALAM's event volunteers. Volunteer satisfaction was shown to be strongly and moderately correlated with both internal and extrinsic motives. Most respondents said that taking part in Yayasan SALAM events helps to build a better society, demonstrating the philanthropic character of their underlying motivations. This result is consistent with earlier studies by Ajzen (1980) and Ajzen (1988), which place a strong emphasis on the impact of attitudes and personality on behaviour, in this case volunteering. The study also showed that a number of volunteers are motivated more by a desire for new perspectives and personal development than by a desire for benefits from outside sources or free entry to events. This demonstrates that intrinsic motivational variables in volunteerism are important to understand since it shows that volunteers are driven by both external rewards and the intrinsic value of their experiences.

Yayasan SALAM's event volunteers reported a high degree of satisfaction, which may indicate that the organisation is successfully addressing their requirements and offering a rewarding volunteer experience. This happiness is essential for the retention and ongoing engagement of volunteers, which can boost the impact and potency of Yayasan SALAM's events. The importance of addressing both types of motivation in volunteer management is highlighted by the substantial correlation between intrinsic and extrinsic motivation and volunteer satisfaction. These data can be used by organisations like Yayasan SALAM to develop focused volunteer recruitment and retention initiatives. Yayasan SALAM can further improve volunteer happiness and commitment by recognising and fostering the intrinsic reasons, such as personal development and a sense of contributing to society.

The results of this study's implications emphasise the significance of volunteer engagement and motivation for the establishment of successful events and communities. Knowing what influences volunteer happiness can help Yayasan SALAM and comparable organisations design more fulfilling volunteer opportunities. They may create a welcoming and encouraging environment for volunteers by matching their volunteer management practises with the recognised motivating factors, which will result in higher volunteer engagement and a greater influence on the communities they serve.

## 6. Implications

Understanding the long-term effects of volunteer satisfaction on volunteer retention and organisational success should be the focus of future research in the field of volunteerism. Volunteers' personal experiences and perceptions that motivate their commitment to volunteerism can be elucidated through qualitative research or in-depth interviews. In addition, investigating the potential correlation between volunteer satisfaction and the overall effectiveness of events or programmes organised by volunteer organisations can help establish a direct link between volunteer motivation, satisfaction, and the

accomplishment of organisational objectives. By delving deeper into the specific factors that contribute to volunteer satisfaction and motivation, as well as investigating potential barriers or challenges encountered by volunteers, researchers can design targeted interventions to improve volunteer engagement and well-being. Such research will not only benefit volunteer organisations such as Yayasan SALAM, but it will also contribute to a deeper understanding of the benefits and dynamics of volunteerism in a variety of contexts.

## 7. Conclusion

This study has provided insightful information regarding the level of contentment among Yayasan SALAM's event volunteers. Furthermore, it has cast light on the connection between intrinsic and extrinsic motivations and volunteer satisfaction. The findings emphasize the importance of understanding and cultivating motivation to enhance volunteer experiences overall. In the future, event coordinators can increase volunteerism by providing diverse and engaging volunteer activities that are tailored to the interests and motivations of each participant. Volunteerism and its evolving dynamics in the context of Yayasan SALAM and other similar non-profit organizations require further research.

## Ethics Approval and Consent to Participate

This study was conducted prior to the enforcement of formal institutional ethics approval requirements. Nevertheless, all participants provided informed consent before participating, and the research was carried out in accordance with the ethical standards applicable at the time. Participant confidentiality and anonymity were fully maintained.

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## Conflict of Interest

The authors declare no conflict of interest in relation to this study.

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