

## **THE RELATIONSHIP BETWEEN VOLUNTEERS SATISFACTION AND INTENTION TO CONTINUE VOLUNTEERING IN COMMUNITY RUNNING EVENTS**

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### Abstract

*This purpose of this study is to identify the relationship between volunteers' satisfaction and intention to continue volunteering as a volunteer in the future. There were 133 volunteers from MY10K Night run involved in this community-running event. Volunteer' satisfaction and intention to continue volunteering questionnaires were used in this study. The data was analysed using descriptive and inferential statistics to identify the percentage, mean, standard deviation and pearson correlation. The study findings showed that there was a significant relationship between the volunteers' satisfaction and the intention to continue volunteering ( $r=0.37$ ,  $p<0.01$ ). The nature of work ( $m=4.10$ ) was the highest factor of volunteers' satisfaction to remain as volunteers in future events and followed by appreciation ( $m=4.01$ ). Whereas supervision and communication ( $m=3.96$ ) were found to be least volunteers' satisfaction to remain as volunteers. Identifying these factors of volunteering, as well as the relations between them, can be beneficial for the management of volunteers to retain the experienced volunteers and to ensure the continuation of the event in the future.*

**Keywords:** *volunteer, volunteer satisfaction, intention to continue volunteering*

## INTRODUCTION

Volunteerism is a key form of community involvement that produces benefits for volunteers. Being a volunteer is an activity that spending time, unpaid, doing something that aims to benefit the environment or someone who they are not closely related. Effective volunteering needs to be supported. Volunteerism also has illustrated as the voluntary use of a one's time, knowledge, or skills in the interest of other people, groups, or specific situations (Krasnopolskaya 2014). There is a lot of organization that relies on a volunteer when organizing an event. Every year, millions of people engage in volunteerism activities either in a sporting event or community service. By using volunteers, the event organizer can reduce their financial budget for an event (Pauline 2011). According to Pauline (2011), volunteers should be considered as valuable commodities, as research has proposed that the population of volunteers may be reducing throughout the overall due to the ascending demands of everyday life. They are responding to the volunteer's intention to continue volunteering as a volunteer is quite a crucial issue in the volunteering sector. There has been a growing body of research interest in the field of sports event volunteerism. The majority of these studies have focused on understanding the experiences, characteristics, motivational factors, satisfaction, and behaviors of sport event volunteers (Lee 2016). Satisfaction has also detected to be positively related to time spent in volunteerism, long service life, and the motive to repeat volunteering other than the sports (Pauline 2011).

There is a relationship between volunteers' satisfaction and the retention of involvement in a sporting event. According to Kristiansen et al. (2003), sports events continue to lose upwards of 30% of volunteers during the event, and retention remains a problem. Sports events are increasingly reliant on volunteers who repeatedly come for the same event as the same position for the successful delivery of an event. As there is a continuation to exist a surge in the organization of sporting events coupled with the demand for volunteers, event organizers must concern themselves with utilizing the appropriate recruitment and retention strategies (Pauline 2011). Several researchers have shown that volunteer motivation and satisfaction plays an important role for individuals who receive no pay, undergo training, contribute time and effort, and remain in a volunteer position (Cuskelly 2006). As mirrored in the increase rate in

the number of volunteers, sporting events, and also the high rate of acquisition throughout the world, retention is quite a huge challenge that the volunteer management needs to face. Instead, maintaining and replenishing the valuable set of human resources comprised of talented, skillful volunteers is an ongoing and often difficult process (Miller et al. 2002). Usually, the individuals themselves do not involve in volunteering because of monetary purpose, but the positive experience in the event leads to their satisfaction with volunteering. Their intention to stay increased as their job satisfaction has been posited (Bang & Ross 2009). Besides that, in Pauline (2011) ever stated that the importance of the volunteers to an event has been emphasizing by many scholars within the sports field as they remain a critical component of sports event every time of the event going to be held. In response to the identified problem; therefore, the purpose of the study is to determine the relationship between volunteers satisfaction and intention to continue volunteering in community running events.

### *Research Objective*

1. To identify the factors that lead to volunteers' satisfaction.
2. To determine the relationship between volunteers' satisfaction and intention to continue volunteering in community running events.

### *Research Question*

1. What are the factors that lead to volunteers' satisfaction?
2. Is there any relationship between the volunteers' satisfaction and intent to continue volunteering?

## **METHODOLOGY**

### *Research Design*

This study used a descriptive design and quantitative survey study. This design was chosen because it corresponds to the purpose of this study is to determine the relationship between volunteers' satisfaction and intention to continue volunteering in community running events.

Data were gathered through the questionnaire. According to Babbie and Mouton (2001), it was more appropriate to use the questionnaire to get the data desired because it was easy to administer at such low cost. Also, data and information could be obtained from a great number of respondents more quickly.

### *Sample of Study*

The respondents of this study are volunteers from MY10K Night Run community event in UPM Selangor. The convenient sampling technique was used to get the subjects. Every subject from the population is given equal opportunity of being selected as far as a way of the selection procedure. There were 133 respondents had involved in this study.

### *Instrumentation*

Volunteer' satisfaction and intention to continue volunteering questionnaires adapted by Himanen (2012) was used to measure the relationship between volunteers' satisfaction and intention to continue volunteering in community running events. Volunteers' satisfaction questionnaire has 20 items and a total of three dimensions: supervision and communication (9 items), nature of work (7 items) and appreciation (4 items). Meanwhile, the intention to continue volunteering was a uni-dimension with three items. Thus, a total of 23 items were used and measured based on the Likert scale. Subjects had to answer every question by using the five-point Likert Scale between 1 to 5.

### *Data Collection*

Questionnaires were distributed to 133 volunteers who involved volunteering in MY10K Night Run community event in UPM Selangor. The data collection method was self-administered as it was deemed more appropriate and easier to access the respondents. Thus, the researcher had sent the questionnaire to the locations of the sample of respondents, where the aim of the study was highlighted. It would facilitate the respondents, other than giving them ample time to complete the questionnaire and allowing the researcher to collect it. This method would help reduce and control the error of the respondents' feedback that has

been absent. Participants took approximately 15–20 min to complete the questionnaires and this was monitored by the researcher.

### *Data Analysis*

Data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 20.0. Data were analyzed to determine the volunteer' satisfaction quantitatively and descriptively described in terms of means and standard deviations for the variables describing the volunteers' satisfaction. Pearson correlation was used to determine the relationship between volunteers' satisfaction and intention to continue volunteering in community running events.

## **FINDINGS**

*Table 1: Descriptive statistic for factors of volunteers' satisfaction*

Factors	Mean	Std. Deviation
Nature of work	4.10	.45
Appreciation	4.01	.48
Supervision & communication	3.96	.51

Based on Table 1, the most volunteers' satisfaction during volunteering, the community running event is the nature of work with a mean score of 4.10 and a standard deviation of 0.45. This finding shows that the volunteers most satisfied with event atmosphere surrounded by new and friendly friends and gaining job competence will increase their willingness to re-involve in volunteering. Meanwhile, appreciation has a mean score of 4.01 and a standard deviation of 0.48. The positive feedback of job performance give them satisfaction and might encourage them to continue volunteering in the future. The lowest mean value is supervision and communication with a mean score of 3.96 and a standard deviation of 0.51.

Table 2: Correlation between Volunteers' Satisfaction and Intention to continue volunteering

	Sig. (1-tailed) <i>p</i> -value	Pearson Correlation <i>r</i> -value
Volunteer Satisfaction	.000	.37**

\*\**. Correlation is significant at the 0.01 level (1-tailed).*

Based on Table 2, the result shows that there is a significant relationship between volunteers' satisfaction and intention to continue volunteering with  $p < 0.01$  ( $r = 0.37$ ). This positive correlation shows that the volunteers' satisfaction on the nature of work, appreciation, and supervision and communication will encourage the volunteers to continue volunteering in the future.

## DISCUSSION

The objectives of this study had been achieved by identifying the relationship between volunteers' satisfaction and intention to continue volunteering in community running events.

For objective 1, the volunteers' satisfaction factors show that the nature of work has the highest value mean score, followed by appreciation and, supervision and communication factors. This study aligns with Pauline (2011) where the nature of work and interactions with other people, such as volunteers and spectators and contributing to the event, were found to be one of the main factors of satisfaction that increasing their willingness to re-involve. In the study of the group of volunteers, Finkelstein (2008) noted that satisfaction depended on the volunteer experience in their workplace fulfilling the goals of the volunteers on gaining experience. Meanwhile, the appreciation factor also influences the level of volunteers' satisfaction as well as a commitment to continue volunteering by providing them with symbolic rewards, such as thank you letters and prizes (Andrew 1996). Supervisor and communication factor slightly agree, and the lowest mean value. This finding is aligned with Pauline (2011) where the communication was the least satisfying factor and its covered inadequate information and inefficient communication between volunteers and management.

For objective 2, there is a significant relationship between volunteers' satisfaction and intention to continue volunteering with  $p < 0.01$  ( $r = 0.37$ ). The findings show that the correlation between the volunteers' satisfaction and intention to continue volunteering is positive value towards self-achievement on a new skill, receiving recognition and enlarge the personal network.

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