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EXTENDED ABSTRACT

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# The Impact of Volunteer Management on Event Success in Community Sports Tournaments

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## I. Introduction

Community sports tournaments play an important role in promoting healthy lifestyles, strengthening social cohesion, and enhancing community engagement at the grassroots level. In Malaysia, these events are largely dependent on volunteer participation for operational and logistical support. Volunteers assist in areas such as registration, coordination, event operations, and participant management. Therefore, effective volunteer management is considered a crucial element in ensuring smooth event execution and overall event success.

However, previous studies have highlighted that many community sports tournaments face challenges in volunteer recruitment, training, and retention. Poor volunteer management practices may lead to volunteer dissatisfaction, high turnover, and organisational inefficiencies. Despite the acknowledged importance of volunteers, limited empirical research has examined whether volunteer management significantly influences event success in Malaysian community sports tournaments.

Therefore, this study aims to (1) identify the factors of volunteer management in community sports tournaments, (2) determine the level of event success, and (3) examine whether volunteer management influences event success.

## II. Methods

This study employed a quantitative survey research design. The target population consisted of volunteers and volunteer coordinators involved in community sports tournaments within a defined geographic area. A total of 388 respondents participated in this study, exceeding the minimum required sample size of 380 respondents.

The research instrument consisted of three sections. Section A collected demographic information. Section B measured volunteer management based on three dimensions: volunteer recruitment, training and development, and motivation and retention. Section C measured event success using three dimensions: operational efficiency, participant satisfaction, and community impact. All items were measured using a 7-point Likert scale.Descriptive statistics were used to determine the level of volunteer management and event success. Pearson correlation analysis was conducted to examine the relationship between the variables, while simple linear regression analysis was used to test the predictive influence of volunteer management on event success.

## III. Results and Discussion

The findings revealed that volunteer management was at a moderate level ($M$ = 4.04, $SD$ = 0.599). Among the three dimensions, volunteer recruitment recorded the highest mean score ($M$ = 4.07), followed by training and development ($M$ = 4.05), and motivation and retention ($M$ = 4.02). These findings indicate that volunteer management practices were present but not fully optimised in community sports tournaments. Similarly, event success was also found to be at a moderate level ($M$ = 4.10, $SD$ = 0.588), suggesting that community sports tournaments were generally successful but still have room for improvement.

Table I
Mean and Sd

| | **Mean** | **SD** | ***Rank*** |
|---|---|---|---|
| Volunteer Recruitment | 4.07 | 1.019 | 1 |
| Volunteer Training and Development | 4.05 | 1.018 | 2 |
| Volunteer Motivation and Retention | 4.02 | 0.988 | 3 |
| Volunteer Management | 4.04 | 0.599 | |

Table II
Mean and SD (Continue)

| | **Mean** | **Standard Deviation** |
|---|---|---|
| Evet Succes | 4.10 | 0.588 |

Table III
Relationship

| | | **Mean Event Succes** |
|---|---|---|
| Mean Volunteer Management | Person`s r | -0.081 |
| | df | 386 |
| | p-value | 0.111 |

## IV. CONCLUSIONS

In conclusion, this study found that both volunteer management and event success were at moderate levels in community sports tournaments. However, volunteer management did not significantly influence event success in this study context. While volunteer management remains an essential component in event operations, event success appears to be multidimensional and influenced by broader organisational and structural factors.

The findings provide practical insights for event organisers to improve volunteer management practices while also strengthening other critical elements such as strategic planning, resource allocation, and leadership development to enhance overall event success.

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