UNIVERSITI TEKNOLOGI MARA

MOTIVES OF EMPLOYED AND UNEMPLOYED VOLUNTEERS' PARTICIPATION IN SEA GAMES 2017

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Research project is submitted in fulfillment of the requirement for Bachelor of Sport Management (Hons.)

Faculty of Sport Science and Recreation

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AUTHOR'S DECLARATION

I declare that the work in this research project was carried out by the regulations of Universiti Teknologi MARA. It is original and is the results of my work unless otherwise inidcated or acknowledged as referenced work. This research project has not been submitted to any other academic instituition or non-academic instituition for any degree or qualifications.

I, at this moment, acknowledge that I have been supplied with the Academic Rules and Regulations for undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The present study investigated the motives of employed and unemployed volunteers participation in SEA Games 2017. Quantitative analysis was used based on questionnaire conducted with randomly selected volunteers in SEA Games (N=372) for this study. Understanding (M = 4.53) had the highest mean among the volunteers' motivations, followed by value (M = 4.46). The result show that no statistically significant difference in general volunteer motivation (t =.650, p > 0.05) based on work position. Between employed and unemployed volunteers, there was a significant difference in terms of value (t = 2.503, p 0.05) and career (t = -1.049, p 0.05) for the sub-dimension of volunteer motivation. This findings is critical to comprehend volunteer intentions in order to assist hosting organizations in delivering appropriate results that benefit two or more parties that are directly and indirectly involved in volunteerism. The best understanding of volunteer intentions could contribute to increased knowledge of the benefits of volunteering and increased volunteer retention in the future.

Keywords: Volunteering, Volunteers, Motivations, SEA Games 2017

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