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**MOTIVATION TOWARDS YAYASAN SALAM'S EVENT  
VOLUNTEER'S SATISFACTION**

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## **Abstract**

Volunteerism is now becoming a current trend of social work in major developed and developing country. The existing member of volunteering organization does not show that each of them will commit the act of volunteerism with full commitment. Apart from it, there is lack of volunteering organization that doing recruitment and makes difficult to people who wants to find a volunteering opportunities. The A total of 159 sets of questionnaires have been distributed to volunteers of Yayasan SALAM Sarawak, Kuching's events. Data has been analyzed by using SPSS version 20. Result shows that majority of the respondents have average or moderate level motivational factors (intrinsic and extrinsic) towards their satisfaction. It was found that there is no significant different in practice between gender with motivational factors and satisfaction.

Furthermore, there was also a significant relationship between motivational factors and volunteer's satisfaction. Several suggestions have been addressed such as the event organizer should create more volunteering activities and also more research needed to explore more on volunteerism.

Keywords: motivational factors, intrinsic, extrinsic, volunteer's satisfaction, Kuching.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 INTRODUCTION**

This chapter will discuss the background of the study, particularly focused on the volunteer participation among youth in higher institution. Section 1.1 discusses the background of the study, Section 1.2 explains the problem statement and Section 1.3 states the research questions. Section 1.4 on the other hand, states the research objectives and Section 1.5 is on the information regarding the scope of the study. In addition, Section 1.6 explains the significant of the study and finally Section 1.7 is all about definition of terms and concepts.

#### **1.1 BACKGROUND OF THE STUDY**

This chapter emphasise on the volunteerism which has becomes a vital human resource in an event operation (Rashid, 2012). There is a scarcity of study regarding to volunteerism. Therefore, the study intends to discover and test the factors of motvation which affects the satisfaction. The motivation variables would involves both intrinsic and extrinsic factors and it's relationship towards their satisfaction. The study may use modified Volunteer Motivation Scale of International Sporting Events (VMS-ISE) of Band and Chelladurai (2003) in which the focus of study would be volunteer event of Yayasan SALAM.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

This chapter reviews the volunteers' motivation and satisfaction in relation to their experience involved in Student Volunteers. The reviews are organized into the following section: 2.1 volunteerism, 2.2 volunteer motivation 2.3 volunteer motivation factors, 2.4 volunteer motivation and satisfaction, 2.5 conceptual framework, 2.6 Variables.

#### **2.1 VOLUNTEERISM**

Past research defined volunteerism as an organized, ongoing and pro-social behavior specifically to provide benefits to others and occur in a particular organization (Marta, E., M. Pozzi and D. Marzan, 2010). Specifically, volunteerism is one of the processes of helping individuals to plan, organize and matching personal abilities participated in volunteering activities (Wei, 2012). According to Datuk Seri Anwar Ibrahim in his speech when launching the Yayasan SALAM at Putra World Trade Centre (PWTC) on 22 July 1997, he said that mission gratitude for this foundation is to serve the less fortunate and help nations that are going through what Malaysia had experienced. Volunteerism also was not something new for Malaysians because it can be seen from "gotong-royong" activity and the voluntary struggle of the past generation to achieve independence (Bernama , 1997).

(Ali, 2002) , have stated that the history of volunteerism in Malaysia did not differ from other societies. It begin with individual commitment to religious and