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FACTORS INFLUENCING THE SATISFACTION AMONG VOLUNTEERS IN VOLUNTEERING AT MATANG WILDLIFE CENTRE, SARAWAK

JESSIE ANAK RUDI¹, NATASHA BIJA DANIEL², ALVIN GATU³, NURAFIQAH MOHAMAD MUSA^{4*} & NUR MURNIZA MOHD ZAIDI⁵

^{1, 2, 3, 4, 5} Universiti Teknologi MARA Sabah Branch, Kota Kinabalu Campus
afiqahmusa@uitm.edu.my

ABSTRACT

Volunteering activities can bring great impacts and meaningful experiences for volunteers. Various factors influence volunteers to participate in volunteer activities. This study was conducted to examine the factors influencing the satisfaction among volunteers in volunteering activities at Matang Wildlife Centre, Sarawak. The study focused on the relationship of certain variables, including personal value, behavioural intention, social needs, and volunteers' satisfaction. Specifically, i) to determine the correlation between personal value and volunteers' satisfaction in volunteering activities at Matang Wildlife Centre, Sarawak. ii) to identify the correlation between behavioural intention and volunteers' satisfaction in volunteering activities at Matang Wildlife Centre, Sarawak. iii) to investigate the correlation between social needs and volunteers' satisfaction in volunteering activities at Matang Wildlife Centre, Sarawak. Using an online questionnaire via Google Forms, data were collected from 178 volunteers. The survey questionnaire was adapted from previous studies. Some modifications were made to suit the context of the present study. Based on the results, the study shows that motivational factors like personal values, behavioural, and social needs have a significant correlation with the volunteers' satisfaction at Matang Wildlife Centre.

Keywords: Volunteers' satisfaction, Personal value, Behavioural intentions, Social Needs, Volunteering activities, Matang Wildlife Centre, Sarawak

Introduction

The tourism industry has been a source of revenue for every country for decades and it is expanding in response to the demand of the tourists. Nowadays, tourists demand more

meaningful vacations. Volunteer tourism was introduced at that time. According to McGehee and Santos (2005), volunteerism is defined as using unrestricted income and time to go on trips with common activity to help others who are in need. Volunteer tourists are tourists who travel for various reasons and participate in volunteering events (Han et al., 2020). Volunteers are essential in the community to support the social, economic, and environment, especially in rural areas (Holmes et al., 2019). Travellers are not only spending the holiday, but also their time in volunteering activities (Han et al., 2020).

With the growing interest among tourists in volunteering around the world, there has been a significant increase in the number of volunteers participating in volunteering opportunities from volunteering organisers, such as the tourism industry, NGOs, and forestry (Han et al., 2020). There are many tour operators, environmental and humanitarian nongovernmental organisations (NGOs), and academic groups that offer travellers the opportunity to participate in projects that support community development, scientific research, or ecological and cultural restoration (Tomazos & Butler, 2009).

Volunteer tourism can be considered as a combination of volunteering service at tourist destinations where specific tourism activities are performed at one's spare time, away from one's place of residence, in one's home country or abroad. Such activities benefit not only volunteering tourists, but also the local communities and the environment (Pompurová et al., 2018). One of the most frequently discussed characteristics is volunteer satisfaction. Volunteer satisfaction is a precursor to commitment, promoting ongoing involvement (Zulmadji et al., 2021). When visitors have a positive experience with a tourism product or destination, they are more likely to develop positive behavioural intentions for the product or destination. Unquestionably, satisfaction is a focal point in eliciting travellers' favourable decision-making process and behaviour toward volunteer tourism (Han et al., 2020). Volunteers are people with diverse interests, life goals, backgrounds and experiences. Moreover, reaching the expectations and satisfaction of these volunteer groups is not easy. In the absence of satisfaction, volunteers will be hesitant to recommend volunteer tourism to their family or friends and may quit being volunteers in the future (Nghah et al., 2021).

Volunteer tourism has been praised as a positive combination of service to host communities while also providing cultural, educational, or scientific benefits to participants (Magrizos et al., 2020). It is a type of tourism in which participants seek a responsible, meaningful experience that provides direct financial, labour, and intellectual resources to a specific organisation while also allowing for cultural exchange and transformation learning for the volunteers (Roques et al., 2018). Volunteering in activities promotes social relationships between generations, genders, and people with different backgrounds. It encourages a healthier and more active lifestyle and gives many people a sense of purpose in life, or at least the feeling that they are doing something meaningful in their spare time and contributing to nature and the community (Sloane & Pröbstl-Haider, 2019).

The literature on the subject has been primarily focused on the benefits of volunteer tourists, and extensive studies have simply involved profiling volunteers or investigating their motivations (Chen & Chen, 2011). There is little concern about the level of satisfaction among volunteer tourists (Yahya, 2012). According to Chang & Chen (2020), Laohavichien & Soontayatron, (2020) & Kattiyapornpong et al., (2021) previous research on volunteer tourism in wildlife conservation was conducted in Taiwan, Thailand, and other countries, but there are limited studies conducted in Malaysia. The present volunteer tourism study on Matang Wildlife Centre, Sarawak, Malaysia would fill in the gap. In the study conducted by Polus

(2013), volunteers were satisfied with their tourism experiences, and they intended to return to the same place again. Similarly, in another study conducted by Polus and Bidder (2016), the overall satisfaction level is near the top of the scale, indicating that the volunteer tourism experience was satisfactory. The present study was aimed to determine the factors influencing satisfaction among volunteers in volunteering activities in a wildlife centre in Malaysia. Matang Wildlife Centre is also one of the wildlife centres that organised volunteering activities. The centre has endangered animal species such as Orang-Utans, Sea Turtle and Hornbills.

The objectives of this study are the following: 1) to determine the correlation between personal value and volunteers' satisfaction, 2) to identify the correlation between behavioural intentions and volunteers' satisfaction, 3) to investigate the correlation between social needs and volunteers' satisfaction at Matang Wildlife Centre, Sarawak.

Literature Review

A study by Coghlan (2013) describes volunteer tourism as a form of serious entertainment focused on understanding and connecting to a great cause. It has been found that volunteer tourism could increase volunteer visitors' aspirations and perceptions. Other than that, volunteer tourism could increase the tourists' motivations, experiences, satisfaction, and expectations. Put simply, behavioural intention affects volunteers' satisfaction when participating in volunteering activities.

Personal Value

Hayajneh and Gacem (1994) highlight that the word "value" means desire, wants, like, or dislike for situations, conditions, and things. Value is generally assumed to influence the development and expression of attitude, belief, behaviour, and well-being (Lewis-Smith et al., 2020). Furthermore, according to Schwartz (1992), the concept of value can bring together the diverse interests of individuals and human behaviour. Other than that, according to Marinoff (2020), personal value is part of moral codes that guides individual action and defines who they are. As mentioned by Marbach et al., (2019), personal values are intensely fixed concepts that shape individual behaviour. The result of previous studies on personal values was to evaluate individual personal values that influenced an individual's lifestyle, and beliefs. Value can influence an individual's decisions and actions. Personal value influence on individuals' behaviour through attitudes is directly affecting the consumers' behaviours (Budi et al., 2021).

It was found that volunteer travellers' perceived value as their personal growth and development. They opined that their relationship improved when they were involved in volunteering activities (Lo & Lee, 2010). Tourism volunteers align their values with social causes and engagement in activities.

H1: There is a positive correlation between personal value and volunteers' satisfaction.

Behavioural Intention

Behavioural intention is defined as the expectation of an individual who will perform certain behaviour (Zhang et al., 2019). Behavioural intention is similar to the attitude of an individual as mentioned by Sujood et al., (2021), in which a person has a favourable action or behaviour. According to Khan (2011), behaviour intention is generally assumed to be the customers' loyalty towards the community. It is assessed by both individual attitude and behavioural measures based on their economic or social behaviour. Other than that, behavioural intention

is one's preparation for future behaviour (Warshaw & Davis, 1985). Behavioural intention is the strongest cause of individual behaviour. In other words, it is an individual's behavioural intention that can be measured to enable an individual to perform their behaviour (Rahman et al., 2020). As mentioned by Meeprom and Silanoi (2020), behavioural intention, in general, is categorised into favourable and unfavourable intentions. Favourable intention means loyalty and willingness to pay more and switch intentions while unfavourable intentions refer to customers or tourists' complaints. These are the third-party responses.

Participation in volunteering activities such as environmental volunteering activities can help the volunteers gain more experience. Similarly, a global volunteer has a larger aspect in their purpose to participate in volunteering activities. Such studies could add to the body of knowledge about nature conservation by demonstrating millennials' attitudes (Woosnam et al., 2019). The participants' attitudes, norms, personalities, and environmental motivation factors influence their intention to take part in volunteer tourism (Suhud, 2015).

H2: There is a positive correlation between behavioural intention and volunteers' satisfaction.

Social Needs

Volunteering plays an important role in promoting social inclusion. It is based on growing empirical evidence that, contrary to popular belief, people with lower income are just as likely as those who are not poor to volunteer. They use their assets, such as knowledge, skills, and social networks, to benefit themselves, their families, and their communities (United Nations Volunteers, 2013). External and internal motivations for community service, in addition to altruism, can include job advancement, enjoyment of games or activities, and social benefits.

Social needs have been conceptualised and, in essence, viewed as having measurable purposes from a positivist perspective (Zulmadji et al., 2021). Several decades of psychological research on volunteering and community involvement have now been conducted. The consensus is that volunteers' prosocial actions benefit not only communities but also the volunteers themselves (Stukas et al., 2016). There is also a study that found that volunteering has a positive impact on individual volunteers, particularly in terms of an increased sense of personal efficacy and empowerment, improvements in mortality risk, and improvements in mental and physical health and well-being (Gray & Stevenson, 2019).

Volunteering can also help to reduce depression by providing people with a sense of control over their lives. People are taught how to express their emotions through the activity. Through volunteering activities, people build relationships with others (Musick & Wilson, 2003). It was found that volunteering activities have a positive relationship with social exchanges. Youths improve their life skills: forming new friendships, making new contacts, forming social networks of trust and cooperation, receiving more appreciation, fulfilling religious requirements, supporting corporate social responsibilities, and contributing to government development policies (Hamzah et al., 2015).

Besides that, volunteer tourism is an activity that can bring people who have similar interests together. This activity may have an impact on the lives of participants by creating a community of individuals with common goals and values, providing fertile ground for the development of networks as well as consciousness-raising experiences (McGehee & Santos, 2005). Asah and Blahna (2012) stated that volunteerism's social functions include socialising, giving back to and connecting with one's community, learning about the natural environment, leaving a legacy for future generations, absorbing, or escaping and exercising, enlightening others,

attaching to the environment, and wanting to appease guilt about human environmental damage.

H3: There is a positive correlation between social needs and volunteers' satisfaction.

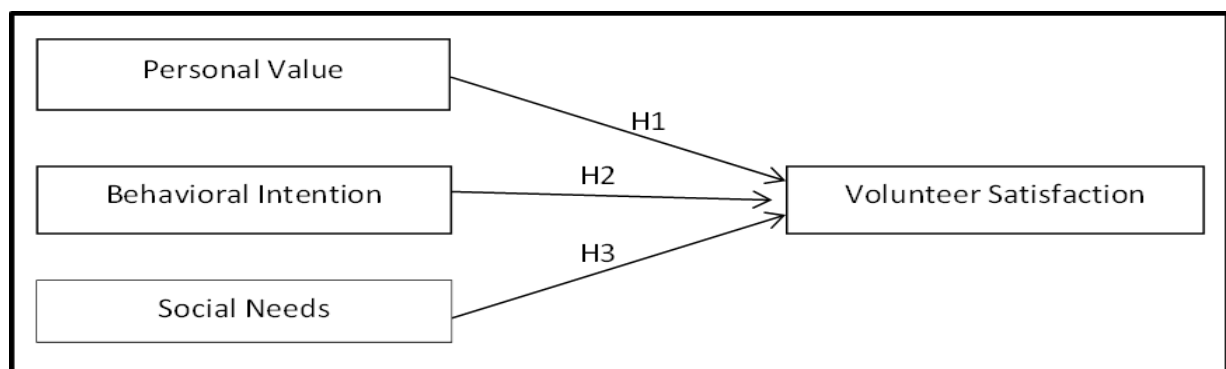
Volunteers' Satisfaction

Satisfaction is closely related to motivation, which may result in future behaviour such as continuing the activities or recommending them to others, as well as the ability to "discover yourself" through volunteering (Ngah et al., 2021). Volunteer satisfaction is defined as a sense of pleasure and well-being as a result of accomplishing a goal (Zulmadji et al., 2021). In general, volunteers' motivations are thought to be good predictors of their satisfaction, and satisfaction. Other studies investigated the relationship between volunteer participation and volunteer satisfaction in terms of, for example, the number of hours devoted to the task and future intentions to stay (Aranda et al., 2019). Furthermore, it appears that volunteers who were assigned tasks that matched their motivation were more satisfied than others. As a result, satisfaction appears to correspond with the time spent volunteering and length of service (Signate & Sanda, 2020).

Besides that, volunteer satisfaction and behavioural intentions may differ based on personal and situation-specific characteristics. Understanding the differences in satisfaction and behavioural intention among market segments can provide a solid foundation for volunteer tourist segmentation. Volunteer tourism planning and organisation work best when the organisers understand the demand for volunteer tourism from the perspective of the volunteers or travellers (Han et al., 2020). According to Bang and Ross (2009), identifying specific volunteer motivations may therefore provide not only theoretical and practical contributions to volunteerism but also a further exploration of motivations influencing individual satisfaction with the volunteer experience and intention to volunteer in future volunteer activities. Volunteer satisfaction also has been found to predict time spent volunteering, the durability of volunteer service, and the desire to continue volunteering. Many researchers agree that volunteer satisfaction is an important component of the functional approach to the volunteer process (Cho & Yeo, 2018).

Research Framework

Figure 1: Research Model



As for the research model, each of the variables was adopted from research by Lee, C., Reisinger, Y., Kim, M. J., & Yoon, S. (2014).

Methodology

The present study focused on the people who have participated in volunteering activities at Matang Wildlife Centre, Sarawak. The data were collected using Google Forms. The questionnaire of this study was adapted from Zulmadji et al. (2021). The online questionnaire in both English and Malay was distributed through social platforms such as WhatsApp, Telegram and Facebook.

The questionnaire consisted of three parts: Part A was a demographic profile of the respondent, Part B motivational factors such as personal value, behavioural intention and social needs, while Part C was related to volunteers' satisfaction. In Parts B and C, all the items were measured using a 5-point Likert scale which ranged from (1) Strongly Disagree to (5) Strongly Agree.

Responses from 178 volunteers were collected. According to Sekaran & Bougie, (2016), if the sample size was more than 30 but less than 500 samples, then the sample size was considered appropriate. Through convenience sampling, the participants of this study were the volunteers at Matang Wildlife Centre.

The limitation of the study was the lack of secondary data related to volunteering activities in Sarawak. The data were analysed using the Statistical Package for Social Science (SPSS) version 26.0 for descriptive analysis and the Pearson Correlation test to answer the research questions.

Findings

Respondent's demographic that has become a volunteer at Matang Wildlife Centre

Table 1 shows that a majority of the respondents (67.8%) were females followed by (32.2%) were males. The age of the respondents was below 20 years old (3.4%), 21-30 years old (74.3%), followed by 31-40 years old (16.6%), 41-50 (4.6%), and the lowest 51-60 years old (1.1%). Most of the respondents were Iban (48.9%) followed by other races (21.3%), Malay (16.3%), Bidayuh (11.2 %), and Melanau (2.2%). In terms of marital status, almost all of the respondents were single (67.4%), and (32.0%) were married. 39.5% of the respondents were from Kuching Sarawak, 32.3% from other parts of Sarawak, followed by Miri (16.9%), Sibul (7.9%) and Bintulu (3.4%).

Most of the respondents were students (36.5%), government servants (33.1%), and other occupations like self-employed respondents (19.1%), and employees from the private sector (11.2%).

Table 1: Demographic Frequency Analysis (N=178)

Items	%	Items	%	
Gender	Female	Occupation	Students	36.5
	Male		32.2	Government Servant
			Private Servant	11.2
			Others	19.1

Age	Below 20	34.4
	21-30	74.3
	31-40	16.6
	41-50	4.6
	51-60	1.1
Race	Malay	16.3
	Iban	48.9
	Melanau	2.2
	Bidayuh	11.2
	Others	21.3
Marital Status	Single	67.4
	Married	32.0
Place of Origin	Sibu	7.9
	Miri	16.9
	Bintulu	3.4
	Kuching	39.5
	Others	32.3

Descriptive Analysis

As shown in Table 2, the descriptive analysis was to determine the respondents' motivational factors such as personal value, behavioural intentions, social needs, and volunteers' satisfaction. The table below shows the result of the descriptive analysis between the mean and standard deviation of the two variables.

Table 2: Variables Descriptive Analysis (N=178)

Variable Items	Mean	SD
Personal Value		
1. I am involved in volunteering because I want to produce a quality and productive lifestyle.	4.54	.563
2. I am involved in volunteering because I want to develop some new skills.	4.60	.554
3. I am involved in volunteering because I want to feel more connected to others.	4.54	.574
4. I am involved in volunteering because I wanted to prevent depression and stress.	4.41	.764
Behavioural Intention		
1. I am involved in volunteering because I am influenced by family and friends who are involved in volunteering.	4.03	1.025
2. I am involved in volunteering because I like volunteerism.	4.10	.782
3. I am involved in volunteering because it will give huge satisfaction to myself.	4.47	.674
4. I am involved in volunteering because I love to help others to make them feel good.	4.58	.589

Social Needs

1. I am involved in volunteering because I love doing social work.	4.37	.704
2. I am involved. in volunteering because I intend to help and communicate with people in need.	4.57	.590
3. I am involved in 1volunteering because I want to have a better society.	4.53	.593
4. I am involved in volunteering because I want to increase the skill of socialising with people.	4.61	.554

Volunteers' Satisfaction

1. Volunteering helps me to stay healthy (Mental & Physical).	4.67	.524
2. Volunteering helps me to have better time management.	4.52	.612
3. Volunteering helps me to produce a great lifestyle.	4.66	.540
4. Overall, volunteering can satisfy your life in every aspect.	4.56	.663

Based on Table 2, 103 respondents (M=4.54, SD=0.563) agreed that volunteering can produce a quality and productive life. 114 of the respondents (M=4.60, SD=0.554) agreed that involvement in volunteering activities can develop some new skills. Next, 103 respondents with (M=4.54, SD=0.574) agreed that their involvement in volunteering activities can make a person feel more connected to others. 97 respondents (M=4.41, SD=0.764) agreed that volunteering activities can prevent depression and stress.

67 respondents (M=4.03, SD=1.025) agreed that their involvement in volunteering activities were influenced by family and friends that were involved in volunteering too. Then, 57 of the respondents (M=4.10, SD=0.782) agreed that they were involved in volunteering activities because of having a good spirit of volunteerism. 100 respondents (M=4.47, SD=0.674) agreed that involvement in volunteering activities will give them satisfaction. In addition, 112 respondents (M=4.58, SD=0.589) agreed that they are involved in volunteering activities because it can make other people feel good.

Table 2 shows the result of means and standard deviation of the items. 87 of the respondents (M=4.37, SD 0.704) agreed that they were involved in volunteering activities because of having a fondness for social work. Besides, 110 respondents (M=4.57, SD=0.590) agreed that they were involved in volunteering activities because they intended to help and communicate with people in need. Furthermore, 104 respondents (M=4.53, SD=0.593) agreed that involvement in volunteering activities was to have a better society. Finally, 115 respondents (M=4.61, SD=0.554) agreed that volunteering was a way to increase the skill of socialising with people.

Pearson Correlation

The purpose of the Pearson correlation test was to analyse the relationship between the variables whether it is a positive or negative relationship between two variables. Table 3 shows the results of the Pearson correlation analysis. The test measured the factors

influencing the satisfaction among volunteers in volunteering activities for each item (personal value, behavioural intentions, and social needs) that influenced the volunteers' satisfaction.

Table 3: Pearson Correlation of the Volunteers' Satisfaction and Each of the **Factors**

		Correlations			
		Personal Value	Behavioural Intention	Social Needs	Volunteers Satisfaction
Personal Value	Pearson Correlation	1	.681**	.753**	.710**
	Sig. (2-tailed)		.000	.000	.000
Behavioural Intention	Pearson Correlation	.681**	1	.781**	.708**
	Sig. (2-tailed)	.000		.000	.000
Social Needs	Pearson Correlation	.753**	.781**	1	.779**
	Sig. (2-tailed)	.000	.000		.000
Volunteers Satisfaction	Pearson Correlation	.710**	.708**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	

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

Table 4 shows the correlation test interpretation for the independent and dependent variables.

Table 4: Interpretation for Correlation Value

Correlation Value	Interpretation
0.91-1.00	Very Strong
0.71-0.90	High
0.41-0.70	Moderate
0.21-0.40	Small but defined
0.01-0.20	Little, almost unnoticeable

Source: Hair, Jr., (2003)

Table 4 shows the relationship between the two variables: relationship and volunteers' satisfaction. The result showed that the first variable personal value has a high relationship with volunteers' satisfaction with a value of 0.710. the behavioural intentions were closely

related to volunteers' satisfaction (value=0.708). Lastly, social needs also had a high relationship with volunteers' satisfaction with a correlation value of =0.779.

Table 5: Hypotheses Summary

HYPOTHESES	RESULT
H1: There is a positive correlation between personal value with volunteers' satisfaction.	Supported
H2: There is a positive correlation between behavioural intention with volunteers' satisfaction.	Supported
H3: There is a positive correlation between social needs with volunteers' satisfaction.	Supported

Discussion

Based on the summary in Table 5, the first hypothesis is supported: personal value has a positive correlation with volunteers' satisfaction. Volunteers appear to be heavily influenced by their values (Kearney (2001). The researchers found that socialisation experiences and organisational mission and values with volunteers' values positively predicted normative commitment. It is shown that personal values encourage volunteers to serve the community and it influences their satisfaction. A study conducted by Manea (2013) also found that volunteer activities provide many benefits for both emotional and physical well-being. When interacting with people in the community, it has also been shown to improve mood and reduce depression and distress.

Next, the second hypothesis was supported. Behavioural intention has a positive correlation with volunteers' satisfaction. This was aligned with another study that found future behavioural intention can be a good predictor of volunteers' satisfaction (Kim et al., 2020). Furthermore, volunteers help in the community for both altruistic and pragmatic reasons. It is because volunteers often learn new skills and gain experience that can help volunteers advance in their careers (Holdsworth, 2010).

Lastly, the third hypothesis was also supported. Social needs have a positive correlation with volunteers' satisfaction. Adler (2011) found that there was an increase in supporting corporate social responsibility and contribution to government development policies among volunteers. A study by Coghlan (2013) stated that volunteer tourism organisations use volunteers' involvement to increase funding for the maintenance of nature preservation. According to Sahri et al., (2013), giving something worthwhile back to society is one of the primary motivations for volunteering. It is shown that social needs affected the volunteers' satisfaction as most of the volunteers wanted to improve the society.

Conclusion

Understanding the factors that influence the satisfaction of volunteers is crucial. Three factors influencing the satisfaction of volunteers in Matang Wildlife Centre, Sarawak were explored to determine the volunteers' satisfaction, such as personal values, behavioural intentions, and social needs.

The findings indicate that personal values have a significant impact on volunteer satisfaction because volunteering activities determine a volunteer's purpose to serve in a community. A person's values motivate them to participate in volunteer activities because they are looking for meaning in life. Aside from that, the study's findings for behavioural intention show a positive relationship with volunteers' satisfaction. Most volunteers had great satisfaction from assisting those in need. As a result, volunteers' intention to participate in volunteer activities has a significant influence on their behaviour in serving the community. Furthermore, social needs also have a significant impact on volunteer satisfaction. Volunteers recognize the need for social change as they aspire to improve the society and the environment. All independent variables have a significant impact on the volunteers' satisfaction.

Future researchers can explore other different factors that might influence the volunteers' satisfaction when involving in volunteering activities. Future studies can be conducted at different places and areas in Malaysia. The findings of the present study can also be used to improve the volunteering services provided in wildlife centres.

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