

# Determinants of Voluntary Intention in Welfare Nonprofit Organisations

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## ABSTRACT

Volunteering activities are growing and gaining public attention, and this noble effort is the best platform for breaking the social problem. The objective of the study is to examine the determinants of voluntary intention in welfare nonprofit organisations. These determinants include values, understanding, enhancement, career, social, and protection. Moreover, the second objective is to examine the moderating effect of altruism. Altruistic people care and want to help even if there is no profit offered or no hope of getting anything back. This study used a quantitative survey approach involving 300 volunteers in welfare nonprofit organisations. Data were analysed using descriptive analysis, Pearson correlation, and hierarchical regression. The result shows significant direct relationships between values, understanding, enhancement, career, social, and protection on volunteer intention. The findings have proved that altruism moderates the relationships between values, understanding, social, and volunteer intention. Therefore, this study suggests that a program related to appreciating the spirit of volunteerism must be continued. A comprehensive strategic measure must be formulated to encourage Malaysians to participate in volunteering activities. This paper also discusses the implications and limitations of the study and recommendations for follow-up studies.

## INTRODUCTION

The role of nonprofit organisations is significant, especially in the last two decades of the 20th century. Their significant roles involve politics, democracy, administration, human rights, and social issues (Mitchell & Clark, 2021). The variety of roles played by nonprofit organisations has

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attracted the interest of various international organisations and academics to examine them empirically. In general, nonprofit organisations refer to all organisations created outside of the government, and they must be voluntary and organise legal activities according to national law (Lyons, 2020). Volunteering activities can be divided into two categories: informally and formally involving organisations or groups such as nonprofit organisations (Trajano et al., 2023; Vakkuri & Johanson, 2020). The focus of nonprofit organisations varies. Some focus on the welfare of either their members, the local population, or the wider community. Some are fighting for the rights of their members or community members. Some are involved in social and recreational activities. It is only possible to list some of these goals. This study focuses on the volunteerism issue of nonprofit organisations focusing on welfare areas, such as MyKasih Foundation, EcoKnights, UNICEF Malaysia, MERCY Malaysia, and World Vision Malaysia. The contributions of these nonprofit organisations are significant as they help communities by providing services and awareness besides empowering them by producing grassroots leaders (Turhan & Bahçecik, 2021).

Volunteering is not a new phenomenon because it has become a part of society. It is driven by cultural values, ideology, principles, and tradition and considerably impacts social life (Russell et al., 2019). Lawton et al. (2021) defined volunteering as any activity that benefits another person, group, or cause. Volunteer work refers to activities done to help others without expecting anything in return and is entirely independent (Ganzevoort & van den Born, 2020). Voluntary work is done willingly and sincerely without expecting reward and benefit. Volunteering contributes to and benefits individuals, society, and the country. Active involvement in volunteering brings short-term or long-term benefits to the volunteers (Innes et al., 2024). Volunteering is also an effective medium for holistically developing individuals (Cnaan et al., 2021), as it offers technical and interpersonal skills (Patrick et al., 2022). The acquisition of skills through volunteering activities is an added value for the volunteers (Wan Aziz et al., 2020). Industry or employers are more interested in accepting individuals who have diverse skills (Aslan & Tuncay, 2024). Volunteering exposes individuals to an environment that allows them to build relationships with diverse individuals, share ideas and opinions with others, and widen social networks with all segments of society (Stylinski et al., 2020; Trajano et al., 2023). Volunteering also promotes the formation of civic behaviour to produce good citizens (Mitchell & Clark, 2021). Among the characteristics of civic behaviour are having the desire to help others in need, considering helping others as a shared social responsibility, practising a thoughtful attitude, and respecting the differences in an individual's background (de Wit et al., 2019; Qu et al., 2024).

A study of volunteers by Zhou and Kodama Muscente (2022) found that motivational factors are essential in fostering volunteer interest and commitment. Clary and Snyder (1999) introduced the Volunteer Functions Inventory (VFI), which recognises six factors that influence a volunteer's intention to carry out voluntary work. First are values, which refer to values related to humanitarian concerns. VFI places the value factor as the main factor of volunteer involvement. The second is understanding, which refers to the motivations for acquiring and improving knowledge, skills, experiences, and others. Third is social factors that are related to what is called social adjustment and adaptation functions. Fourth is career factors to enhance knowledge in professional and academic development areas. Fifth is protection factors oriented toward protecting the ego or escaping from problems. Finally, enhancement factors are centered on self-knowledge, self-development, and feeling better about oneself.

In addition, past studies have revealed that altruism can explain helping behaviour (Pfattheicher et al., 2022). Altruistic behaviour is a specific form of prosocial behaviour. In addition to containing elements of volunteerism and sacrifice, altruistic behaviour also does not expect rewards (Wolfe, 2021). The difference with prosocial behaviour is that altruistic behaviour does

not only include the acquisition of positive benefits by the individual being helped but also includes the motive of the helper in determining whether the person in question behaves altruistically or not (Riar et al., 2024). For example, a philanthropist cannot automatically be called an altruist, depending on his/her motive, i.e., whether to improve his/her reputation, a steppingstone for a position accepted among the elite, or altruistic. If he/she helps selflessly, they can be called altruists (Vlerick, 2021).

Thus, this study aims to 1) identify the influence of values, understanding, enhancement, career, social, and protection on voluntary intention in welfare nonprofit organisations and 2) to determine the moderating effect of altruism personality. The literature on volunteering comprises various topics and disciplines, and stimulatingly, previous studies on volunteering have focused on a particular type of volunteering (e.g., employee volunteerism), a particular setting and style of volunteering (e.g., virtual volunteering), or a specific issue (e.g., challenges and enablers of volunteering). However, more in-depth studies are necessary to investigate the factors of volunteering. Moreover, more research should focus on the drivers of volunteering behaviour and intention in Malaysia as a developing country. This study has employed the VFI to assess enablers of volunteerism. The VFI has been used to study volunteers in various settings such as healthcare, public health, and communities but has yet to describe the enablers to participate in volunteer activities of welfare nonprofit organisations that focus on solving societal and philanthropic conflict. Moreover, most studies have examined the determinants of volunteer intention as a direct path, and more studies need to examine causal relationships. Moderation analysis accelerates an appropriate understanding of the relationship between the independent and dependent variables when the variables appear to lack a definite association.

## **LITERATURE REVIEW**

### **Overview of Nonprofit Organisations (NGOs)**

A non-governmental organisation or NGO is established to fight for the public interest rather than an individual or commercial interest (Cordery et al., 2023). It is synonymous with the term Civil Society Organization (CSO) and voluntary organisation. The establishment of an NGO may arise from the experience, interest, ideas, and intense fighting spirit of a specific individual or group to act against a phenomenon or a desire in society. The strength and ideas behind the establishment of an NGO provide focus on achieving its objectives, such as providing educational opportunities and skills, empowering women's economy, controlling and managing diseases, helping victims of natural disasters, fighting for issues related to human rights, social, economic, political, cultural, and others (Abiddin et al., 2022). NGOs can be divided into two types according to their primary function: operational or advocacy.

Most NGOs are charitable and are not concerned about profit, but some NGOs, such as cooperatives, carry out profit-generating activities. NGO operations, whether at the international, national, regional, or community levels, depend on financial resources, networking abilities, and target groups (Goncharenko, 2023). NGOs play a significant role, especially in sectors that government services cannot fulfill. It is referred to as the third sector that helps solve national problems and address various social needs, including poverty and unemployment. In Malaysia, NGOs have been active since before independence. This started with several associations in Malaya shortly after establishing the Straits Settlements in 1826 but was pioneered by immigrants, especially the Chinese (Soh & Tumin, 2017). At the beginning of the 20th century, organizations pioneered by the Malays began to show development. This is driven by the Malays' awareness of their backwardness in the economic and educational sectors. Among the pioneers of organizations representing Malay interests is the Singapore Malay Union, established in 1926

(Soh & Tumin, 2017). After independence, NGOs in Malaysia, which were previously exclusive, have become increasingly actively involved in campaigns to influence government policies. The Registry of Societies (ROS) department under the Ministry of Home Affairs handles NGOs and political parties. Under Section 2 of the Societies Act 1966, a society is defined as any club, partnership, or association consisting of seven persons or more, regardless of its nature or purpose, whether temporary or permanent (Soh & Tumin, 2017). In Malaysia, NGOs have emerged as institutions close to the people's hearts (Kunapalan et al., 2020). This covers services within the country; more proudly, they also serve across continents and the world.

## **Volunteerism**

Volunteering refers to the conduct of voluntary activities without contracts, familial responsibilities, or friendship between the volunteer and the group being helped, carried out for the benefit of others, and unpaid and carried out in an organised context (Cnaan et al., 2021). According to Zhou and Kodama Muscente (2022), volunteering manifests prosocial behaviour and is defined as serving people other than close relatives. According to Russell et al. (2019), volunteerism comes from the root word volunteer, which can be described as a concept and practice related to contribution or sharing time, resources, knowledge, skills and abilities, and experience exercised without coercion. According to Turhan and Bahçecik (2021), volunteering is a helping action done by an individual that is so valuable to him/her and, at the same time, is not intended to obtain a material reward or be forced by others. There are four elements in the definition of volunteering: sincerity, education, empowerment, and involvement (Evers & von Essen, 2019). Volunteerism also includes social organisations and movements, volunteer development, various activities, and voluntary services, such as welfare, rehabilitation, development, education, safety, health, environmental conservation, consumerism, and others (Evers & von Essen, 2019). Activities, programs, or volunteering services should benefit the individuals and communities and positively impact the volunteers (Corrêa et al., 2022).

The spirit of volunteerism is not new and foreign in Malaysian society because it has been part of the habits of society for ages. The contribution of volunteering to individuals can be seen through aspects of personal, social, skill, career, and academic development (White, 2021). For the community, involvement in volunteering can strengthen and empower the community, improve social integration, build trust and strong social bonds, and improve the health and well-being of the community. One of the main benefits of participating in charity work is that it can provide awareness of the hardships faced by specific communities to those more fortunate (Naqshbandi et al., 2020). Another benefit of volunteer activities is forming good personality and moral values (Mokhzan et al., 2023). Various skills and knowledge will be acquired when we participate in volunteer activities. An individual will be exposed to ways to communicate more empathetically and manage logistics and others (Hoi et al., 2023). In addition, charity work and volunteering can help us fill our spare time with beneficial things.

Positive impact on volunteers includes exposure and experience related to one's career, improvement in self-esteem, reducing negative feelings, strengthening social relationships, practicing good values in life, development of emotional intelligence, as well as understanding the issues, conflicts, and problems of the people being helped (Overgaard, 2019). One of the main benefits of participating in charity work is that it can provide awareness of the hardships some of the community faces to those more fortunate. For example, floods that hit many villages destroy or damage the welfare of villagers, such as household appliances and clothes. Another benefit of volunteer activities is forming a good personality and moral values (Chadwick et al., 2022). Various skills and knowledge will be acquired when involved in volunteer activities. The virtue of charity work is creating a loving and united society (Kewes & Munsch, 2019). Involving

in volunteer activities such as carrying out mutual aid for flood victims will lead to the affected victims loving and appreciating us. Strangers' help will improve kinship (Zboja et al., 2020).

The dexterity of NGOs in obtaining information from various sources such as victims, witnesses, examining injuries, physical evidence, information sharing by other NGOs, press reports, social media, and demonstrations renders them the first actors at the scene of human rights violations (Lewis et al., 2020). There are two types of welfare NGOs: advocacy and operational. Advocacy NGOs play a role in influencing government policy in favour of the aspirations brought by the organisation. This NGO can influence the lives of most people in line with the policies developed (Unerman & O'Dwyer, 2006). Operational NGOs are groups that operate in areas or groups that need help. This type of NGO mainly provides social services, such as clean water supply, disaster relief, infrastructure reconstruction, agriculture, vocational training, health screening, and educational programs. An example of an operational NGO with these characteristics is Aman Palestin. Ex-convicts, homeless people, alcohol and drug addicts, gamblers, sex workers, child abuse victims, people with disabilities, the Lesbian, Gay, Bisexual, and Transgender (LGBT) community, the elderly, and illegal immigrants are often considered problematic and marginalised groups, and they need to be helped. With this awareness, organisations such as the 1Malaysia Volunteer Squad, iM4U, MERCY Malaysia, and others were established to address social problems and help the less fortunate and marginalized groups.

Based on this awareness, agencies and individuals who serve as volunteers play a vital role in helping marginalized groups. They deserve quality education and the opportunity to increase their capacity and develop themselves to become contributing citizens (Eriksen et al., 2021). Individuals who are trained in the field of human services see that all people can be developed. If these marginalized groups are not defended, they will become antisocial and problematic social groups (Campbell, 2020). Thus, volunteering plays a significant role in maintaining the well-being of society and connecting it to human civilization. A person who engages in volunteering has a social concern, a high fighting spirit, and is willing to sacrifice for the good and welfare of others (Kewes & Munsch, 2019). Volunteering will help create a safer environment for the community, especially in reducing fear of crime and generating community confidence in the government's concern and responsibility to create a safe and peaceful environment (Evers & von Essen, 2019). Volunteers are also the best social agents in helping the government reduce costs in repairing infrastructure due to acts of vandalism or the management of drug rehabilitation centers and prisons (Zhou & Kodama Muscente, 2022).

### **Theoretical Foundation: Volunteer Function Inventory (VFI)**

Volunteering is engaging in voluntary activities without expecting any reward. Mokhzan et al. (2023) revealed that most individuals who engage in volunteer work are motivated by a high desire to help the community. The psychological concept of a high desire to help others without expecting any reward refers to altruism. Altruism is defined as voluntary behavior that is motivated to benefit others, and this behavior is not motivated by the expectation of getting external rewards or avoiding punishment or unpleasant stimuli (Corrêa et al., 2022). Other factors that stimulate a person to get involved in volunteering activities are to meet different psychological and social goals for everyone, such as a caring attitude towards others, seeking new experiences, increasing the level of knowledge, and increasing positive values in person (Naqshbandi et al., 2020). Empirical studies found that enthusiasm for voluntary activities is influenced by factors such as religion, community development, wages, support, career development, trends, level of knowledge in voluntary work and voluntary organizations, and others (Mohd Noor et al., 2022; Zboja et al., 2020; Zhou & Kodama Muscente, 2022).

In this study, the researchers classified the push factors into six elements of the VFI, namely values, understanding, enhancement, career, social, and protection. For example, a person with an altruistic nature prioritizes the happiness and well-being of others over one's happiness, which can influence an individual intention to volunteer (Kifle et al., 2022). On the contrary, some people like to volunteer because it makes them more tolerant and open to diverse cultures and backgrounds and helps them discover feelings of belonging (Mouloudj & Bouarar, 2023). Furthermore, some people join volunteerism due to the efforts to improve their time management skills and adaptability skills, influence others, and foster creativity and innovation (Stylinski et al., 2020). Volunteering usually requires volunteers to connect with many people, and the advantage of meeting new people is that it can expand friendships besides seeking new opportunities.

Stepping into the world of volunteering will give people much experience and new knowledge, such as how to treat people who need emergency medical help, respond to social issues, and try to overcome them (Trajano et al., 2023). Individuals involved in volunteer work will acquire various skills through charity work (Hoi et al., 2023). These acquired skills may not be taught at school or at home. For example, they will learn how to rescue victims during disasters, manage the media, initiate group cooperation, and get funds while volunteering. As a result, the knowledge and experience they gain can be used in their work and even daily lives. For example, they can use their volunteer experience to secure a job and even take advantage of those skills in an unwanted incident, such as a road accident. Moreover, volunteering activities can also hone leadership skills. They will also be trained to give instructions to friends and affected victims. In this situation, their mental strength as volunteers will be tested, and volunteering activities can sharpen the leadership talent in youth (Afzal & Hussain, 2020).

VFI is widely used in various ways and has good psychometric properties. Clary, Snyder, and Ridge originally developed the VFI in 1992. In 1998, its authors published the psychometric data of the inventory (Clary & Snyder, 1999). A volunteer may simultaneously be motivated by different motivations, which may change over time. Promoting volunteerism requires a specific strategy and agenda so that all groups, especially the youth, can highlight the value of volunteerism, for example, through training, exposure, and encouragement. With the training provided, volunteers can provide devotional service with relevant knowledge and skills in carrying out their duties. It motivates volunteers to continue contributing energy voluntarily to the community and the country. The time has come for all levels of society to take volunteering activities seriously. Malaysia needs a community willing to give devotional service in terms of energy and ideas to those in need. The spirit of volunteering is still thickly rooted in the hearts of Malaysians. Based on the discussion above, the following six hypotheses have been submitted as follows:

H1: There is a relationship between values and volunteer intention in the efforts of welfare nonprofit organizations.

H2: There is a relationship between understanding and volunteer intention in welfare nonprofit organisations.

H3: There is a relationship between enhancement and volunteer intention in welfare nonprofit organisations.

H4: There is a relationship between career and volunteer intention in welfare nonprofit organisations.

H5: There is a relationship between social and volunteer intention in welfare nonprofit organisations.

H6: There is a relationship between protection and volunteer intention in welfare nonprofit organisations.

### Moderating Effect of Altruism

The French philosopher Auguste Comte created the word altruism as the antonym for egoism. He derives it from the Italian *altrui*, which comes from the Latin *alteri*, meaning “other” (Pfattheicher et al., 2022). Altruism is the principle and practice of moral values that pay attention to the happiness of other humans or animals, thus producing a quality of life. This is a traditional preference in many cultures and a core aspect of various religious traditions and secular worldviews (Riar et al., 2024). In extreme cases, altruism can be synonymous with selflessness, the opposite of selfishness. Altruism can be distinguished from feelings of loyalty, and altruism does not consider relationships. Volunteerism generally refers to any altruistic activity involving providing services without expectation of profit (Vlerick, 2021). Volunteering is also known for skill development and often aims to promote good or improve the quality of human life. Volunteering may benefit the volunteers and the individual or community to whom volunteer services are provided (Wolfe, 2021).

Dolnicar and Randle (2007) have categorised volunteers into six groups: classic volunteers, dedicated volunteers, volunteers who are personally involved, volunteers who are involved for personal satisfaction, altruistic volunteers, and niche volunteers. These volunteers are classified according to certain factors, such as their voluntary activities or work involvement. Classic volunteers are motivated to participate in voluntary activities or work due to these factors: doing something worthwhile, personal satisfaction, and helping others. Meanwhile, dedicated volunteers consider every motive to do volunteer activities or work relevant, while personally involved volunteers donate their time because they know someone in the organisation. Volunteers who are involved because of personal satisfaction and altruistic volunteers are involved in genuine volunteering. Finally, niche volunteers usually need more motivation, or a specific motivation encourages them to contribute and spend time, such as by adding work experience. Based on the discussion above, the following hypothesis is posited:

H7: Altruism moderates the relationships between (a) values, (b) understanding, (c) enhancement, (d) career, (e) social, and (f) protection of the voluntary intention in welfare nonprofit organizations.

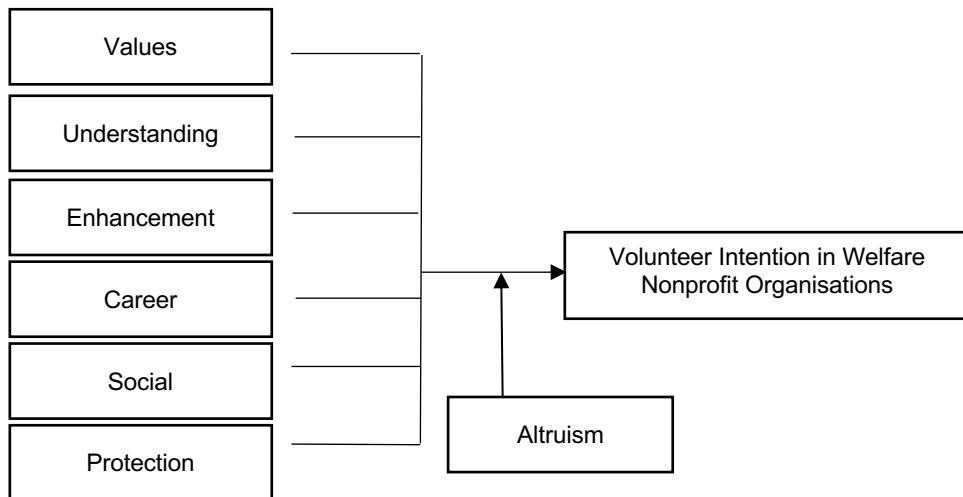


Figure 1. Illustrates the conceptual framework of this study.  
Figure 1. Conceptual Model.

## METHODOLOGY

This study used a quantitative approach to achieve its objectives. In this study, a survey method involving a structured questionnaire was used. This study's population was volunteers actively involved in nonprofit organisations focusing on welfare areas. Nonprofit organisations such as trade unions and membership orientation (e.g., car and motorcycle owner clubs) were excluded from this study. The researchers used Roscoe's Rule of thumb to decide the sample size for this study. Roscoe (1975) proposed that sample sizes larger than 30 and less than five hundred are appropriate for most research. Thus, a total of three hundred respondents were selected for this study. The selection of respondents using a purposive sampling technique.

The questionnaire items for measuring independent variables were adapted from a study by Clary et al.'s (1998) Volunteer Function Inventory (VFI). Altruism was measured using an instrument adapted from Wang et al. (2020). Items were adapted from the study of Hamzah et al. (2014) to measure volunteer intention. The variables were measured using a 5-point Likert-type scale. Data from the questionnaire were analysed using IBM SPSS software. Descriptive analysis, Pearson correlation, and hierarchical regression were employed to achieve the study's objective. The normality and reliability of an instrument are essential to ensure that the findings are obtained reliably and unquestionably. The normality is achieved if the Skewness value falls within the -3 to +3, while kurtosis ranges from -10 to +10 (Kline, 2005). Instrument validity refers to the extent to which an instrument can measure required aspects. To ensure reliability, the minimum acceptance value of Cronbach's alpha value was 0.60 (Gliner & Morgan, 2000). Table 1 summarises the measurement of the study variables.

Table 1. Variable Measurement

| Variables     | Questions  |
|---------------|--|
| Values        | <ol style="list-style-type: none"> <li>1. I helped less fortunate individuals.</li> <li>2. I genuinely care about the individuals I help.</li> <li>3. I have compassion for individuals who need help.</li> <li>4. It is essential to help others.</li> <li>5. I help because it is valuable to me.</li> </ol>   |
| Understanding | <ol style="list-style-type: none"> <li>1. I learned more about the purpose of giving help.</li> <li>2. I can learn a new perspective on something.</li> <li>3. I can learn new things through my own experience.</li> <li>4. I was able to learn how to interact with various individuals.</li> <li>5. I know my weaknesses and strengths.</li> </ol>                                    |
| Enhancement   | <ol style="list-style-type: none"> <li>1. Volunteering makes me feel important.</li> <li>2. Volunteering improves my self-efficacy.</li> <li>3. Volunteering makes me feel needed.</li> <li>4. Volunteering makes me a better person.</li> <li>5. Volunteering helped me make many new contacts.</li> </ol>  |
| Career        | <ol style="list-style-type: none"> <li>1. Volunteering opens desired job opportunities.</li> <li>2. Volunteering builds new contacts that can help your career in the future.</li> <li>3. I was able to explore various career opportunities.</li> <li>4. Volunteering helped me succeed in my chosen profession.</li> <li>5. Volunteering helped improve my resume.</li> </ol>          |
| Social        | <ol style="list-style-type: none"> <li>1. My friends are volunteers.</li> <li>2. A close individual wants me to participate in volunteering.</li> <li>3. Individuals closely share the importance of involvement in volunteering.</li> <li>4. Close individuals have a positive perception of volunteering.</li> <li>5. Close individuals make volunteering a vital activity.</li> </ol> |
| Protection    | <ol style="list-style-type: none"> <li>1. Volunteering reduces negative feelings in oneself.</li> <li>2. Volunteering can reduce the feeling of loneliness.</li> </ol>   |



|                     |   |
|---------------------|---|
|                     | 3. Volunteering reduces self-guilt for being more fortunate.<br>4. Volunteering helps overcome personal problems experienced.<br>5. Volunteering keeps me from engaging in unhealthy symptoms.  |
| Altruism            | 1. I have given directions to a stranger.<br>2. I have given help/money or donated goods to a charity.<br>3. I have given help/money to a stranger who needed it (or asked me for it).  |
| Volunteer Intention | 1. I want to give back my energy to the community.<br>2. I want to do something beneficial.<br>3. I volunteered to help to create a better community.<br>4. I have a responsibility to help others.<br>5. I volunteer because of my values, beliefs, and personality.<br>6. I volunteer because I enjoy helping others.<br>7. I volunteered because I consider myself to be involved in the same.<br>8. Volunteer work means a lot to me.<br>9. I often say no to other things so I can do volunteer activities.<br>10. Volunteering is beneficial to other aspects of life.<br>11. I would feel guilty if I did not do it voluntarily. |

## Results

### Demographic Characteristics

Table 2 shows the frequencies and the percentage of respondents. This study's total valid participants were 220, whereby 164 (74.5%) were female and 56 (25.5%) were male. The frequency and percentage of age show that the highest number of respondents in this study were aged 19-29, with 167 (75.9%). An examination of the race showed that most respondents were Malay (n=132, 60.0%).

Table 2. Profile of the Respondents

| No. | Profile            | Frequency (n) | Percent (%) |
|-----|--------------------|---------------|-------------|
| 1   | <b>Gender</b>      |               |             |
|     | Male               | 56            | 25.5        |
|     | Female             | 164           | 74.5        |
| 2   | <b>Age</b>         |               |             |
|     | Below 18           | 21            | 9.5         |
|     | 19-29              | 167           | 75.9        |
|     | 30-39              | 15            | 6.8         |
|     | 40-49              | 12            | 5.5         |
|     | 50-59              | 4             | 1.8         |
|     | Above 60           | 1             | 0.5         |
| 3   | <b>Race</b>        |               |             |
|     | Malay              | 132           | 60.0        |
|     | Chinese            | 21            | 9.5         |
|     | Indian             | 19            | 8.6         |
|     | Bumiputera Sabah   | 36            | 16.4        |
|     | Bumiputera Sarawak | 4             | 1.8         |
|     | Others             | 8             | 3.6         |

## Normality and Reliability Results

The normality test of the data distribution was measured through the criteria of skewness and kurtosis, and the analysis results found that the skewness and kurtosis values were normally distributed (see Table 3). The reliability test results also found that the instrument reached a reasonable and acceptable level of reliability, which exceeded 0.60 (Gliner & Morgan, 2000).

Table 3. Normality & Reliability Results

| Variable              | Skewness | Kurtosis | Cronbach's Alpha |
|-----------------------|----------|----------|------------------|
| Independent Variable: |          |          |                  |
| Values                | -0.67    | -0.38    | 0.839            |
| Understanding         | -1.17    | 1.21     | 0.885            |
| Enhancement           | -0.22    | -0.47    | 0.864            |
| Career                | -0.53    | -0.12    | 0.884            |
| Social                | -0.22    | -0.47    | 0.864            |
| Protection            | -0.53    | -0.12    | 0.884            |
| Moderating Variable:  |          |          |                  |
| Altruism              | 0.126    | 1.86     | 0.780            |
| Dependent Variable:   |          |          |                  |
| Volunteer Intention   | -0.95    | 1.94     | 0.759            |

## Correlations Analysis

Table 4 explains that there is a significant relationship between the motivation factors: values ( $r=0.588$ ,  $p=0.000$ ), understanding ( $r=0.665$ ,  $p=0.000$ ), enhancement ( $r=0.481$ ,  $p=0.000$ ), career ( $r=0.381$ ,  $p=0.000$ ), social ( $r=0.363$ ,  $p=0.000$ ), protection ( $r=0.311$ ,  $p=0.000$ ), and altruism ( $r=0.400$ ,  $p=0.000$ ), on volunteer intention in welfare nonprofit organizations. Hence, H1, H2, H3, H4, H5, and H6 were accepted.

Table 4. Pearson Correlation Results

|               |                     | Volunteer Intention |
|---------------|---------------------|---------------------|
| Values        | Pearson Correlation | 0.588**             |
|               | Sig. (2-tailed)     | 0.000               |
|               | N                   | 220                 |
| Understanding | Pearson Correlation | 0.665**             |
|               | Sig. (2-tailed)     | 0.000               |
|               | N                   | 220                 |
| Enhancement   | Pearson Correlation | 0.481**             |
|               | Sig. (2-tailed)     | 0.000               |
|               | N                   | 220                 |
| Career        | Pearson Correlation | 0.381**             |
|               | Sig. (2-tailed)     | 0.000               |
|               | N                   | 220                 |
| Social        | Pearson Correlation | 0.363**             |
|               | Sig. (2-tailed)     | 0.000               |
|               | N                   | 220                 |
| Protection    | Pearson Correlation | 0.311**             |
|               | Sig. (2-tailed)     | 0.000               |

|          |                     |         |
|----------|---------------------|---------|
|          | N                   | 220     |
| Altruism | Pearson Correlation | 0.400** |
|          | Sig. (2-tailed)     | 0.000   |
|          | N                   | 220     |

## Hierarchical Regression Analysis

Table 5. Hierarchical Regression Results

| Variable                 | Model 1 | Model 2 | Model 3 | Model 4 | Model 5 | Model 6 | Model 7 |
|--------------------------|---------|---------|---------|---------|---------|---------|---------|
| <b>Model Variables</b>   |         |         |         |         |         |         |         |
| Values                   | 0.340** | 0.445** | 0.376** | 0.256** | 0.320** | 0.310** | 0.328** |
| Understanding            |         | 0.589** | 0.391** | 0.280** | 0.276** | 0.275** | 0.280** |
| Enhancement              |         |         | 0.278** | 0.234** | 0.170** | 0.221** | 0.230** |
| Career                   |         |         |         | 0.189** | 0.317** | 0.207** | 0.110** |
| Social                   |         |         |         |         | 0.156** | 0.211** | 0.120** |
| Protection               |         |         |         |         |         | 0.160** | 0.170** |
| <b>Moderating Effect</b> |         |         |         |         |         |         |         |
| Altruism*Values          |         |         |         |         |         |         | 0.110** |
| Altruism*Understanding   |         |         |         |         |         |         | 0.180** |
| Altruism*Social          |         |         |         |         |         |         | 0.200** |
| R square                 | 0.041   | 0.097   | 0.128   | 0.138   | 0.147   | 0.245   | 0.467   |
| Adjusted R square        | 0.029   | 0.076   | 0.110   | 0.120   | 0.139   | 0.230   | 0.399   |

Table 5 shows the regression result, indicating that the estimated equation is statistically significant at less than 1 percent ( $p < 0.01$ ). This indicated that all models were significant. From Model 1 until Model 6, values, understanding, enhancement, career, social, and protection have significant effects on volunteer intention. In Model 7, all variables and the interaction terms were entered to determine the significance of the interaction terms. In Model 7, when the interaction terms were included, the R square = 0.467, and the Adjusted R square = 0.399. The result showed that altruism significantly moderates the relationship between values and volunteer intention ( $\beta = 0.110$ ,  $p < 0.01$ ), understanding and volunteer intention ( $\beta = 0.180$ ,  $p < 0.01$ ), and social and volunteer intention ( $\beta = 0.200$ ,  $p < 0.01$ ). Therefore, hypotheses 7(a), 7(b) and 7(e) were accepted. These results mean those with a high level of altruism will experience the highest impact of volunteer intention due to values, understanding, and social factors.

## DISCUSSION

Volunteering is a concept related to contributing or sharing time, resources, knowledge, skills, experience, and others done or shared voluntarily. Among the examples of voluntary work are helping victims of natural disasters and patrolling the neighbourhood at night. The study objectives describe the influence of values, understanding, enhancement, career, social, and protection on the respondent's voluntary intention. Results show significant relationships between values, understanding, enhancement, career, social, and protection on volunteer intention. These

results are supported by past studies such as Afzal and Hussain (2020), Hoi et al. (2023), Styliniski et al. (2020), Trajano et al. (2023), and Wan Aziz et al. (2020). Active involvement in social work can improve an individual's physical and psychological health. Volunteering is a smart move to improve social networking through fundraising, assistance, knowledge sharing, and technology transfer. People active in social service activities have an advantage, which allows them to venture into the real world of work and have more job opportunities. They are seen to have high human values, a good spirit of cooperation, an attitude of tolerance, and a high willingness to help. Volunteering is a wonderful way to develop social skills and learn to interact in a professional environment.

Second, altruism moderates the relationships between values, understanding, social, and volunteer intention. Altruism is an attitude that tends to prioritise the interests of others over oneself. This commendable attitude is done purely out of sincerity and not because of compulsion, obligation, loyalty, or specific reasons (Vlerick, 2021). The altruistic attitude can manifest in many ways, such as volunteering for victims of natural disasters, doing charity, and simply helping others to cross the road (Pfattheicher et al., 2022). Altruism is an attitude that can bring benefits, both to others and to oneself. Research states that altruistic behaviour can improve physical and mental health (Wolfe, 2021).

The study is expected to be a valuable indicator for stakeholders in nurturing volunteerism. Among the efforts and comprehensive strategic measures to encourage Malaysians to get involved in volunteering activities is that the scope of volunteering should not be focused on just the adult phase (Liu et al., 2017). Ideally, involvement in volunteering activities should be nurtured from an early age. In a simple sense, the value of volunteering must be nurtured through the phases of human life. The volunteer activities can be started with work at home. Of course, the role of parents is essential to foster the value of volunteering among family members (Lodi-Smith & Roberts, 2007). In the context of volunteerism, Riar et al. (2024) explained that volunteers will get maximum self-satisfaction after helping individuals who need help. Therefore, the recognition and monetary and nonmonetary rewards received by volunteers can guarantee their loyalty to an association/organisation and allow them to continue serving community members for an extended period.

Zboja et al. (2020) found that four main components encourage an individual to volunteer. These include 1) unexpected rewards, 2) flexible supervision, 3) simple work procedures, and 4) a vast communication network. Volunteers will be more enthusiastic about serving community members if the services they offer receive proper appreciation from the public (i.e., unexpected reward component; Vlerick, 2021). Voluntary organisations should also be neutral of political influence and have a solid ideology to meet the global community's needs (Tsai et al., 2024). Since the concept of volunteerism is a universal value and an essential mechanism for building a caring and responsible society, it is encouraged that parents, schools, and teachers encourage the involvement of young people in voluntary work starting from school. Parents need to reinforce the values of volunteering through positive reinforcement with words of praise. Once the value of volunteering in the family context is solid, it can be expanded to the neighbourhood and local community level. Implementing awareness campaigns also needs to start as early as elementary school. The school can organise activities to increase awareness about the importance of volunteerism among students. By involving the participation of all school members, such as students, teachers, and parents, it can reveal the spirit of volunteerism directly to students. Moreover, at the university level, volunteerism needs to be included as an essential soft skill. All universities, whether public or private, need to apply soft skills.

Furthermore, volunteerism must be programmed as an organised and integrated agenda in nation-building (Suzuki, 2020). Citizens with a culture of volunteerism need to be exposed to knowledge and skills that can be certified as skilled volunteers. There should be a specific institution to provide training methods and strengthen the work of national volunteers (Allan, 2019). Although there are initiatives among nonprofit organizations to train their volunteers, it would be neater and more organized if a standard scheme could be established. Malaysia could become a country that excels in producing skilled volunteers. In addition, mass media need to become active agents in promoting volunteering activities. The government must also encourage the private sector to implement voluntary programs through corporate social responsibility (CSR). Employers must recognize employees who are active in voluntary activities through gifts, award certificates, bonuses, and others (Saz-Gil et al., 2020). The government needs to generate the growth of voluntary organizations with financial assistance and infrastructural facilities

## LIMITATIONS

The discussion of the findings of this study will be more comprehensive if some of the following points are considered for future studies. First, more studies need to be conducted to confirm the model. This is because the scope of this study is only focused on the volunteers actively involved in nonprofit organisations that focus on societal and philanthropic areas. The number of selected respondents is also relatively small, i.e., 220 people. This study can be extended to other nonprofit organisations' volunteers for consistency. The focus of this study also only looks at relationships between values, understanding, enhancement, career, social, protection, altruism, and voluntary intention. Future studies can also consider other factors contributing to voluntary intention, such as demographic factors or knowledge.

## CONCLUSION

This study identifies volunteer intention based on values, understanding, enhancement, career, social, protection, and altruism. Theoretically, this study gave an overview of crucial factors influencing volunteer intention. The study's findings have also validated the Volunteer Function Inventory (VFI) from the perspective of developing countries. From a practical aspect, this study not only contributed to a theoretical point of view but can also provide benefits and increase knowledge of the study of volunteerism.

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