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**EXTENDED
ABSTRACT**

Motivation and Satisfaction of Sport Volunteers During Badminton Malaysia Masters 2025

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I. INTRODUCTION

Volunteers are essential to sport event success, particularly in culturally significant competitions like the Badminton Malaysia Masters 2025. Despite global interest in volunteers in Malaysia. This study investigates the intrinsic and extrinsic drivers of volunteerism and their link to satisfaction, offering localized insights to enhance volunteer management practices in Southeast Asian Sporting Contexts.

II. METHODS

This quantitative study used an online survey to collect data on 114 volunteers of the Badminton Malaysia Masters 2025. The questionnaire assessed demographics, motivation and satisfaction. Due to non-normal distribution, Spearman's rank-order correlation and descriptive statistics were applied to examine the relationships between intrinsic and extrinsic motivation and volunteer satisfaction across emotional, cognitive, and social dimensions.

III. RESULTS AND DISCUSSION

A. Primary Motivational Factors

Volunteers showed stronger intrinsic motivation ($M = 4.43$, $SD = 0.52$) than extrinsic ($M = 4.07$, $SD = 0.61$). Top intrinsic drivers included enjoyment ($M = 4.79$), accomplishment ($M = 4.72$), and passion ($M = 4.68$). Leading extrinsic motivations were career enhancement ($M = 4.13$), networking ($M = 4.11$), and recognition ($M = 4.04$).

B. Contribution of Motivation to Satisfaction

Intrinsic motivation had stronger correlation with emotional ($\rho = 0.646$) and social satisfaction ($\rho = 0.602$) than extrinsic motivation ($\rho = 0.469$ and $\rho = 0.500$, respectively). All correlations were statistically significant ($p < 0.001$), though emotional satisfaction was least affected by extrinsic motivation, suggesting its deeper reliance on internal drivers.

TABLE I
PRIMARY MOTIVATIONAL FACTORS

	Mean	SD	Rank
Enjoyment of volunteers	4.79	0.4	1
Sense of accomplishment	4.72	0.44	2
Passion of the sport	4.68	0.47	3
Career Prospects	4.13	0.63	4
Building professional networks	4.11	0.61	5
Recognition and rewards	4.04	0.66	6

TABLE II
CONTRIBUTION OF MOTIVATION TO SATISFACTION

Satisfaction dimension	Spearman's ρ	p
Intrinsic motivation ↔ Emotional satisfaction	0.646	<0.001
Extrinsic motivation ↔ Emotional satisfaction	0.469	<0.001
Intrinsic Motivation ↔ Social satisfaction	0.602	<0.001
Extrinsic motivation ↔ Social satisfaction	0.5	<0.001
Intrinsic motivation ↔ Cognitive satisfaction	0.646	<0.001
Extrinsic motivation ↔ Cognitive satisfaction	0.597	<0.001

C. Overall Relationship Between Motivation and Satisfaction

A strong correlation existed between total motivation and satisfaction ($\rho = 0.684$, $p < 0.001$). Intrinsic motivation consistently showed stronger links with emotional, cognitive, and social satisfaction. Cognitive satisfaction was most associated with both motivation types. These findings suggest prioritizing intrinsic motivators to enhance volunteer retention, satisfaction, and overall engagement in future events

TABLE III
OVERALL RELATIONSHIP BETWEEN MOTIVATION AND
SATISFACTION

	Spearman's ρ Significance (P)	
Total motivation ↔ Total satisfaction	0.684	<0.001

IV. CONCLUSIONS

This study found that intrinsic motivation strongly influences volunteer satisfaction across emotional, cognitive, and social dimensions. Volunteers at the Badminton Malaysia Masters 2025 were primarily driven by internal fulfillment rather than external award. Strengthening intrinsic motivators is essential to enhancing engagement, retention and overall event success.

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