

## MOTIVATION FACTORS TO INVOLVE IN SPORTS VOLUNTEER AMONG STUDENTS: THE CASE OF UNIVERSITY OF MALAYA (UM)

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### Abstract

Volunteers are a vital human resource at any sporting event, and numerous experiments have been undertaken to clarify the motivation factors of volunteers in multiple situations. Although numerous studies have identified various volunteer motivational factors on human service in general, little study has attempted to conduct volunteer motivational study at sporting events. The purpose of this study is to identify the main factor that motivates students in joining sports volunteer activity and to identify the different factors between the gender that motivate them to take part in sports volunteer activity. The research data were gathered from 496 students of the University of Malaya (UM) who are directly involved in sports volunteer activity by using the Volunteer Motivation Scale for Sporting Event (VMS-ISE) with a total of 29 items from seven factors: expression of value, patriotism, career orientation, interpersonal contact, personal growth, extrinsic reward and love of sport. The result showed that the most respondents were female students (58.5%) compared to male students (41.5%). Students revealed that expression of values is the factor that better predicted the level of voluntary motivation ( $M=6.34$ ) and the lowest ( $M=5.41$ ) goes to the factor of extrinsic reward. The Mann-Whitney analysis is used to identify motivation factors to be involved in sports activity between gender. The results also indicated that gender had significant effect with a  $p$ -value is  $p<0.05$  in the factors of love of sport, extrinsic reward, expression of value, and career orientation. The theoretical and functional effects of these studies are discussed in more detail. The implication not only benefits to the volunteer itself but also towards volunteer organizations will next have a better management process as this research gives additional knowledge for them to plan, organize, lead and control the sport volunteer event appropriately.

**Keywords:** volunteer, sports volunteer, motivation, sports event, sports activity

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### Introduction

Voluntary action is growing throughout the world as the importance of the volunteers to individual growth, social stability, and social needs. It has been well recognizing that volunteers provide assistance and resources to disadvantaged and less fortunate citizens with skills, time, enthusiasm, moral responsibility, and local awareness (Alkadi et al., 2019). In the year 1960s and 1980s, volunteerism and community programs began throughout Malaysia to seek assistance and support from young people in many fields, starting from politics to economic and social activities of equal significance, as young people are often expected to define the national vision and lift the country's profile and reputation to a higher level (Abdullah Sahimi et al., 2018).

In Malaysia, the spirit of volunteerism for students of all races nowadays is required by the state since it reflects the identity and spirit of a responsible citizen (Pah et al., 2017). The researchers found that

college students are among the groups that have extensive participation in voluntary sports programs (Mirsafian & Mohamadinejad, 2012). Youthful college understudies have a high degree of mindfulness and history, basic learning, valuable and crave to take part, and can create a steady social community by the exhibit and driving it within the volunteer benefit cycle, which points to assist upgrade the civic climate and cleanse the social environment (Liu, 2019). University students volunteer work is the period and the result of social growth, which has the distinct characteristic of the times, it is critical that the university student takes part in civic action and also that the voluntary service enterprise is one kind of optimistic key promotional power (Wang & Song, 2018).

According to the former Youth and Sports Minister, "In Australia, there are five million out of 28 million people enrolled in the program of volunteerism in the country known as the 'National Volunteer Week'." while most developed countries have significant volunteering populations as well as countries with large social organizations, such as Australia, Germany, and Japan as the best example for volunteer involvement where more than 26 percent of surveyed Japanese adults said they were or were active as volunteers (Abdullah, R. A., 2017). Research shows that contributions from volunteers form a substantial part of the Gross Domestic Product (GDP) of many countries (Alkadi et al., 2018). In particular, it is 2.6 percent of Canada's GDP, 4.4 percent in New Zealand, 2.0 percent in Australia, and 5.4 percent in the U.S and it shows that for its economic position and social role, volunteers were a powerful, dynamic and unifying force in social development.

In the year 1960s and 1980s, volunteerism and community programs began throughout Malaysia to seek assistance and support from young people in many fields, starting from politics to economic and social activities of equal significance, as young people are often expected to define the national vision and lift the country's profile and reputation to a higher level (Abdullah Sahimi et al., 2018). In Malaysia, the spirit of volunteerism for students of all races nowadays is required by the state since it reflects the identity and spirit of a responsible citizen (Hussain & Yasin, 2016). The researchers found that college students are among the groups that have extensive participation in voluntary sports programs (Mirsafian & Mohamadinejad, 2012).

According to Raba'ah Hamzah et al. (2015), the continuity of volunteer activities are not consistent in Malaysia and it is also stated in the Journal of Human Sport & Exercise ISSN by Mirsafian & Mohamadinejad (2012) that "due to the growth of the sports industry and particularly youth sports programs over the last two decades, organizational need for volunteer labor has increased; however, the number of volunteers has dropped significantly during this period" (Mirsafian & Mohamadinejad, 2012) which means that non-consistent participation also occurred before.

Beginning with ponders by researchers on intentional benefit and volunteer administration in sports, there has been an expanding concern among wear administration researchers since the late 1990s (Wicker, 2017). The thought of volunteer work was executed within the 20th century in the field of sport, which is why it is developing progressively, particularly within the field of sport. Most athletic activities depend on volunteers, who play a vital role in an event's performance. The administrators also must consider the morale and happiness of the volunteers, which can contribute to more volunteers for potential sporting events (Ahmad et al., 2020). The interest in sporting event histories has grown steadily since the early 2000s and the concept of realizing sport and non-sport eras from hosting large-scale sporting events has become essential to the discussions and practice of event bid committees, event governing bodies, and host governments (Thomson et al., 2019). During sporting events, volunteers have become an important part of society as their support in large numbers to provide services without weakening the available funds makes organizers depend on them (Schlesinger & Gubler, 2016).

Volunteering plays an important role in sport policy, and with the motivation to volunteer, a tremendous amount of research has concentrated on voluntary motives (Gellweiler et al., 2018). Concurring to this perspective, whereas a specific volunteer errand might show up comparative in both individuals, there may be to some degree distinctive reasons for doing so. Volunteer motivation is described as an

individual's drive to pursue volunteer opportunities, contribute to volunteer assistance, and maintain volunteer involvement. Researchers do need to find consensus on reasons for participating in sporting activities, as the motives change depending on the size and characteristics of activities (Ahn, 2018).

Although a significant number of relevant studies have examined sporting event volunteerism in terms of volunteer characteristics and volunteer management, yet many researchers acknowledge that volunteers are widely dispersed (E. Kim, 2018). Gender also becomes an issue in this research as it plays a different role in volunteer activity. In Europe, research distinguishes a few of the reasons behind the contrasts in interest rates between men and ladies in joining volunteer activity (Gil-Lacruz et al., 2019). In other consideration, there was a noteworthy distinction in students' inspiration to join volunteer activity concerning their gender and consider areas (Mirsafian & Mohamadinejad, 2012). The non-consistent participation of volunteers, no clear understanding of the effective motivating factors and to see the same problem between gender does happen in Malaysia are the reasons why this study will be conducted to further research about the major factors that motivate people in taking part in volunteer programs among university students in Malaysia.

### **Motivation**

Volunteers may be similarly propelled by different thought processes and these reasons may move over time (Chacón et al., 2017). Volunteer motivation is described as an individual's drive to pursue volunteer opportunities, contribute to volunteer assistance, and maintain volunteer involvement. According to (Ahn, Y. J., 2018), the reasons for volunteering in sporting activities as motives change depending on the size and characteristics of activities.

### **Self-Determination Theory**

When discussing motives or motivations, this research refers to Self-Determination Theory (SDT) which was the most well-known theory that offers a scientific basis for researching motivational variables events (Ahmad et al., 2020). According to De Clerck et al. (2019), SDT is a plausible theory in a voluntary context for analyzing human motivation. The theory of self-determination explains the mechanism by which motivation develops and how human behavior and well-being are influenced. In SDT, the mini theory of essential psychological needs states that three fundamental needs must be addressed for high-quality motivation to evolve and for individuals to attain optimum ability to function; the need for autonomy, the need for competence, and the need for relatedness (Kim et al., 2019). SDT posits that Self-determination prevails on a continuum of amotivation, extrinsic motivation, and intrinsic motivation (Siti Nurhafizah Ahmad et al., 2020).

### **Motives Participation**

It is difficult to consider the desires of volunteers and to ensure they can effectively perform the different tasks needed to accomplish their objectives. Sports volunteer encouragement is important for recognizing specific activities, improving the probability of positive opportunities, and increasing the likelihood of returning volunteers.

Opportunities that respondents used as volunteers were also seen as opportunities for personal development. For certain instances, it defines personal growth as part of future life plans, lifelong learning, and personal development (Siti Nurhafizah Ahmad et al., 2020). Career networks where people attending events try volunteering to acquire information and experience. The roles of understanding provided opportunities for the volunteers to gain new educational experience, apply expertise, skills, and talents (Siti Nurhafizah Ahmad et al., 2020). Extrinsic rewards are inspired by intangible items like free flights, meal coupons, monetary products, and similar gifts. It is special compared to monetary incentives that the feeling of fulfillment by volunteering activities beyond concentrating on internal likewise (Siti Nurhafizah Ahmad et al., 2020). Expression of values consistent with the elements of the statement that the expression of value is that people are willing and wanting to do things that are valuable to society and the event (Siti Nurhafizah Ahmad et al., 2020). Patriotism was calculated as the key motivating factor for volunteers in international sport. It's necessary to reinforce the image of the community and express national pride that one can help the country (Siti Nurhafizah

Ahmad et al., 2020). Interpersonal communication stresses the social development in which people meet and make connections to get in touch. as result, volunteering helped individual volunteers network, develop local awareness and expertise, leading to greater opportunities for jobs (Siti Nurhafizah Ahmad et al., 2020). Love of sport consideration concerns the pure passion for the sport as an opportunity to volunteer. This idea of participation of sports enthusiasts from these studies may describe the passion of sport among volunteers as a motivation for charitable service (Bang et al., 2009).

### **Methods**

The target population of the study is respondents from students of the University of Malaya (UM). Since this study is focusing on describing a present situation and what people believe by conducting information collection, it is categorized as a descriptive research design. The causal-comparative research design used in this study aligns with the research objective. The research objective is to identify the main factors that motivate people in joining sports volunteer among university students from the University of Malaya (UM) and the different factors that motivate the involvement between gender. The total number of students at the University of Malaya is 17,390 (Malaya U. , 2020). According to the table Sample Size Estimation by Krejcie and Morgan (1970), the estimated sample needs from the total population is 376 students. A 20% sample needs to be added in to avoid an un-return rate or dropout. The total sample that should be taken is 452 students. Although only 452 respondents were needed, the researcher manages to collect a total of 496 students as respondents. Out of 496 students, 206 are male and 290 are female.

Factors that motivate students in participating in volunteer the sports event is the variables that will be measure in this study. The measurement of the variable stated will be conducted by using the adopted and adapted Volunteer Motivations Scale for International Sporting Events (VMS-ISE) the model that consists of seven factors of motivation factors which are personal growth, career orientation, extrinsic rewards, expression of values, patriotism, interpersonal contact, and love of sport (Bang & Chelladurai, 2009). This questionnaire's response format is 7-point Likert-type scale scope. The researcher chooses to distribute the questionnaire through the student representative council of University of Malaya (UM) students. Since the researcher uses an online questionnaire distribution method, the researcher took four weeks to reach the number of target respondents needed and finally manage to reach the needed amount, even get higher than the expected number of respondents.

### **Result and Discussion**

#### **Demographic Profile**

Table 1 showed the statistic of the demographic profile of respondents. From the table above, male students that involve in sports volunteer activities are 206 which is 41.5%, while female students that involve in sports volunteer activities are 290 which is 58.5%. Undoubtedly, there is a total of 496 students who take part in being respondents for this research. This template provides formatting guidelines for authors in the preparation of manuscripts for publication in the Journal of Fundamental Analysis in Science and Technology.

The contribution of university students to volunteering appears to be strong because of the willingness of students to accumulate skills in the work market (Tiraieyari & Krauss, 2018) (Tiraieyari & Krauss, 2018). The outcome of this study showed that there is a different amount of gender between males and females. Compared to female respondents, the number of male respondents is smaller. This is because females express greater and stronger motivations compare to males and that is the reason why the amount of female respondents is higher than males. This result is in line with a previous study according to Mills, (2008) who stated that in comparison to the predicted direction, females were found to have greater reasons to volunteer than males. Furthermore, the ratio of the amount of male and female students from the University of Malaya (UM) is 35:65 (Malaya, 2021).

Table 1. Demographic: Gender

		Frequencies (f)	Percent (%)
Gender	Male	206	41.5
	Female	290	58.5

### Main Motivation Factor to Involve in Sports Volunteer among University of Malaya (UM) students

Descriptive analysis has been using to analyze the main motivating factors involved in sports volunteer activity among University of Malaya (UM) students. This table will highlight the means and standard deviation for each factor that has been analyzed.

Table 2 stated the result of descriptive analysis of factor that motivates students to involve in sports volunteer activities among University of Malaya (UM) students. Among these seven factors, the highest factor is an expression of values with the mean value of ( $M= 6.34$ ,  $SD= 0.73$ ). Followed by the second highest with the mean value of ( $M= 6.25$ ,  $SD= 0.80$ ) is the factor of career orientation. Next is the factor of interpersonal contact. This factor indicates the mean value of ( $M= 6.18$ ,  $SD= 0.89$ ), and this value makes the factor placed in third after expression of value and career orientation. Then, with a slightly different mean value of 0.04, the personal growth factor is next after interpersonal contact. The mean value for interpersonal contact factor is ( $M= 6.14$ ,  $SD= 0.81$ ). The following factor is patriotism with the mean value ( $M= 5.99$ ,  $SD= 0.98$ ). Afterward, the second-lowest mean value of ( $M= 5.76$ ,  $SD= 1.26$ ) is the factor of love of sports and the lowest value of mean with ( $M=5.41$ ,  $SD= 1.50$ ) goes to the factor of extrinsic reward.

The key factor that motivates people to engage in sports volunteer reported the highest mean based on the results from descriptive statistics is an expression of value with the mean score of ( $M= 6.34$ ). This result is congruous with the previous result by Zainuddin et al. (2020). These elements explain how the students feel when engaging in volunteer service as it requires a sense of responsibility to those who are less fortunate in life and it also contains the values of oneself within society. The result is aligned with previous research by Kim et al. (2017) stated that the expression of value is the most important motivational factor. Such motivation happens as individuals believe they need to be part of essential social communities. In this case, the expression of value expresses the University of Malaya (UM) student's willingness to assist others at all moments, regardless of whether or not it would be helpful to them.

University of Malaya (UM) students seem to have a very low interest in the factor of the extrinsic reward. This can be seen clearly as stated in the descriptive table 4.4 that the mean for extrinsic reward factor is  $M=5.41$ . In previous research by Kim (2018), the result for the number of respondents that involve in volunteer for the sake of extrinsic reward is low. These individuals often pursued material rewards rather than intrinsic benefits or ideals through their volunteering involvement. Material incentives such as free tickets or admission, suits, approved clothes, and food was supposed to be received. For this research, the researcher found that it can be argued that this group appeared to be unselfish and, surprisingly, the factor of the extrinsic reward, on the other hand, had a comparatively low value for the University of Malaya (UM) students. This shows that the result is aligned with the Kim (2018) previous group that also has a result of low value for extrinsic reward.

To sum up, the participation of volunteers is inconsistent because of unclear reasons that motivate them to do so, depending on the issue statement. As a final observation to my study outcome on the descriptive part, it shows that expression of value is the key variable that makes them engage and participate in voluntary activities. To support people and create a healthier community, volunteers in this group found that expression of value was the most important among all factors. Undoubtedly, extrinsic rewards such as the gaining of tangible benefits like free entry tickets, program attire, and money do not give a huge impact on this group. Thus, the awareness about the advantage and benefits

of helping others can be used to draw University of Malaya's (UM) student's attention in joining sports volunteer events in the future.

Table 2. Descriptive Analysis of the main factor that motivates University of Malaya (UM) students in sports volunteer activities.

	Descriptive Analysis	
	Means	Std. Deviation
<b>Expression of Value</b>	<b>6.34</b>	<b>.73</b>
Patriotism	5.99	.98
Interpersonal Contact	6.18	.89
Career Orientation	6.25	.80
Personal Growth	6.14	.81
<b>Extrinsic Reward</b>	<b>5.41</b>	<b>1.50</b>
Love of Sport	5.76	1.26

### The differences Motivation Factor between Gender in Sports Volunteer Activities among University of Malaya (UM) students

Mann-Whitney test was used to analyze the different motivation factors in sports volunteers between gender among the University of Malaya (UM) students. The table below shows the result of all factors that have been analyzed including expression of value, patriotism, interpersonal contact, career orientation, personal growth, extrinsic reward, and also the love of sports. This table will highlight the result of significant values for each factor.

In table 3, it shows that out of seven factors, four factors were recorded as significantly different and three factors were recorded as no significant difference. The four factors with significant differences for motivation to involve in sports volunteer activity among University of Malaya (UM) students are the factors of career orientation, expression of value, extrinsic reward, and love of sports. Meanwhile, the factors with no significant difference are patriotism, interpersonal contact, and personal growth.

Seven factors that motivate participants to involve in sports volunteer events among the University of Malaya (UM) students between gender are being discussed. Expression of value, patriotism, interpersonal contact, career orientation, personal growth, extrinsic rewards, and love of sport are those seven factors. Based on the result, there are four factors with significant p-value and the four factors with significant p-value are the factor of love of sports, extrinsic reward, expression of value, and career orientation.

The first significant factor that influences between genders is the love of the sport with the result of lowest value which is  $p = 0.000 < 0.05$ . Based on sports fan behavior studies Bang et al., (2009), the gender difference found in the love of Sport factor may be clarified. Using a survey of college students, fan behavior experiments have repeatedly established gender disparities research, showing that while both men and women considered themselves to be sports fans, men identified more strongly than women with being sports fans. Their results suggest that the participation of women in athletics is still not as strong as that of men. Therefore, since the case applies to sport, it can be suggested that males would be inspired to volunteer at a sporting event.

Following is the factor of extrinsic reward. The p-value for the factor of extrinsic reward is  $p = 0.001 < 0.05$ . Due to the p-value is less than 0.05, thus, the result shows that there is a significant difference between males and females for the factor of extrinsic reward. The previous result stated that males have a high interest in extrinsic motivation compare to females which also indicates that there is a significant difference in this factor (Bang & Chelladurai, 2009). This is because, whereas women appear to favor value-expressive concerns, males are likely to favor instrumental attitudes and objects. To conclude, the researcher found that the University of Malaya (UM) male students are more interested in volunteering

for instrumental purposes, such as obtaining financial benefits and external recognition compare to female students.

Next, the motivation factor expression of value shows that there is a significant difference between genders in sports volunteer events. The  $p\text{-value} = 0.006 < 0.05$ . This means that there is a significant difference between males and females for the factor of expression of value. From this result, it proves that not both male and female students from the University of Malaya (UM) involve in sports volunteer for the sake of expressing the willingness to assist others at all moment, regardless of whether or not it would be helpful to them. This component is not aligned with the element of the statement that stated all individuals are eager to do things that are important to humanity and the occurrence as an indication of value (Siti Nurhafizah Ahmad et al., 2020).

Next in order is the factor of career orientation. The  $p\text{-value}$  for this factor is  $p = 0.042 < 0.05$ . Because the  $p\text{-value}$  is less than 0.05, it shows that there is a significant difference between gender for the difference motivation factor to involve in sports volunteer activities among University of Malaya (UM) students. This may result due to current conditions, when people are trying to get a job, this experience will increase their odds of being chosen (Zainuddin et al., 2020). Volunteering events often encourage students to encounter other persons who are personally interested in the organization or, in other words, create relationships. The more people they encounter, the more career openings they would possibly get in the future. In this case, the female somehow shows an unexpectedly higher mean score than the male which shows that females concern more on the opportunity to secure career positions compare to males.

Since the factors with significant  $p\text{-value}$  are the love of sport, extrinsic reward, expression of value, and career orientation, the other three factors which are personal growth, interpersonal contact, and patriotism shows no significant difference between gender because the  $p\text{-value}$  is  $p = 0.118 - 0.367 > 0.05$ . Among all these three factors with no significant difference between males and females will be discussed.

Next, the result of the Mann-Whitney Test for personal growth will be discussed. The  $p\text{-value}$  for this factor is almost falling to the result of there is a significant difference between gender in this factor. Fortunately, the  $p\text{-value}$  fall accurately  $p = 0.118 > 0.05$ . In particular, personal growth is an inspiration that specifically reflects on one's personality (Zainuddin et al., 2020). It also expresses in overly optimistic terms the understanding of oneself. The researcher found that the University of Malaya students seem to join sports volunteer to achieve something new like improving their strength so that they can use the strength in the future, work environment. By volunteering, both male and female students can have a feeling of success.

For the factor of interpersonal contact, the  $p\text{-value}$  is  $p = 0.296 > 0.05$ . The result shows that there is no significant difference between males and females for motivation factors to involve in sports volunteer activities. Even though the result indicates that there is no significant difference between males and females, previous research found that there are significant differences between both genders in this factor. According to Aminudin et al. (2017), it is stated that a few researchers found that during the event, females tended to participate because of interpersonal contacts. Males, meanwhile, failed to show any strong desire to prioritize interpersonal contact. To put it in a nutshell, University of Malaya (UM) students seem to show no significant difference between males and females for this factor which contradicts the previous study.

The last factor, patriotism will next be discussed. According to the result, it shows that the  $p\text{-value}$  for this factor is more than 0.05. The  $p\text{-value}$  is  $p = 0.367 > 0.05$ . Through that, this factor shows no significant difference between gender for the different factor that motivates sports volunteer involvement among University of Malaya (UM) students). There is no previous result indicates that there is a significant difference between gender for this factor. This factor shows the highest amount of  $p\text{-value}$  compares to the other six factors.

Table 3. Mann-Whitney Analysis Result

	Gender	N	Mean Rank	Sum of Ranks
Expression of value	Male	206	227.79	46924.50
	Female	290	263.21	76331.50
Patriotism	Male	206	241.66	49782.00
	Female	290	253.36	73474.00
Interpersonal Contact	Male	206	240.66	29576.00
	Female	290	254.07	73680.00
Career Orientation	Male	206	233.24	48046.50
	Female	290	259.34	75209.50
Personal Growth	Male	206	236.75	48770.50
	Female	290	256.85	74485.50
Extrinsic Reward	Male	206	272.82	56201.00
	Female	290	231.22	67055.00
Love of Sport	Male	206	287.09	59141.50
	Female	290	221.08	64114.50

  

	Expenditure						
	EOV	P	IC	CO	PG	ER	LOS
Mann-Whitney U	25603.500	28461.000	28255.000	26725.500	27449.500	24860.000	21919.500
Wilcoxon W	46924.500	49782.000	49576.000	48046.500	48770.500	67055.000	64114.500
Z	-2.758	-0.903	-1.045	-2.029	-1.561	-3.226	-5.097
Asymp.Sig (2-tailed)	0.006	0.367	0.296	0.042	0.118	0.001	0.000

\*T-Test significance is at 0.05 (2 tailed)

### Conclusion

To conclude, the purpose of this study is to identify the main factors that motivate students in joining sports volunteer events and to differentiate the motivation factors between genders in sports volunteer involvement. In this report, all the objectives were accomplished. The main factor that motivates University of Malaya (UM) students in joining sports volunteer events was an expression of value. This is because the participants are all focusing on expressing their concern towards others, the success of the event, and society. Meanwhile, for the second objective of this study, the result shows that there is a significant difference between gender in sports volunteer participation in four factors out of seven factors. The result of the love of sport, extrinsic reward, expression of value, and career orientation shows that there are different motivation factors between genders in sports volunteer activities among University of Malaya (UM) students.

On top of that, this study has brought up that university students are the next generation that will take over the volunteering longevity. Therefore, the result has helped the university volunteer department to explore university student engagement in sports volunteer activities and actionable methods should be taken to improve students' involvement all at once. Not only that, but this result also helps the next researcher to understand more on the main factors that motivate university students to involve in sports volunteer activities and also the different factors between the gender that motivate sports volunteer activities involvement. The contribution of university students to volunteering appears to be strong because of the willingness of students to accumulate skills in the work market (Tiraeyari & Krauss, 2018). Overall, all seven factors used to reach the objective are all related to motives participation in sports volunteer activities.



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