

Research on the Influence of Sports Volunteers' Participation Motivation and Job Satisfaction on Re-Participation Intention—Taking the 2023 National Intercollegiate Athletic Games in Taiwan as an Example

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Abstract

The purpose of this study is mainly to analyze the influence of sports volunteers' participation motivation and job satisfaction on re-participation intention. Students who volunteer to participate in the volunteer work of the 2023 National Intercollegiate Athletic Games are the research objects. A questionnaire survey is conducted at each site during the competition. 200 questionnaires are distributed, with 13 invalid questionnaires and 187 valid questionnaires collected. The effective questionnaire recovery rate is 93%. This research is analyzed by statistical methods, such as narrative statistics and multiple regression, and so forth. The study has the following findings: In the volunteer service of the National Intercollegiate Athletic Games, the participation motivation of the university sports volunteers is the highest in "the method and techniques of learning to do things". In terms of job satisfaction, the highest is "Feel that I am part of the school". Therefore, in the process of volunteering service, sports volunteers feel a high degree of job satisfaction, and their intention to participate in volunteer service in the future is consequently higher. Based on the above results, this study not only provides specific suggestions for planning volunteer services for large-scale sports events in the future, but also proposes directions for future research.

Keywords: National Intercollegiate Athletic Games in Taiwan, participation motivation, job satisfaction.

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1. INTRODUCTION

1.1 Problem background

In recent years, working out has become more and more popular in Taiwan. Local governments compete for large-scale sports events, which require a tremendous amount of human power. In order to improve the quality of the event and save costs, it is necessary to recruit sports volunteers (Hoye & Kappelides, 2020). In the early society, civil spontaneous self-help behaviors or religious philanthropy were regarded as one of the volunteer services, while sports volunteers were rarely mentioned in the general volunteer work (Wicker, 2017). Sports volunteers are volunteers who serve sports-related activities on a full-time basis and the participation of volunteers has become quite important for sports activities around the world (Fullwood & Rowley, 2021). The assistance of the huge volunteer team is one of the important behind-the-scenes heroes

for the smooth and successful organization of the various events, and the services provided by them are huge funds for the conference (Wallrodt & Thieme, 2020). In addition to the economic downturn and funding constraints, the professional human resources planning and management, as well as the recruitment, selection, training and service of personnel, are required to invest in sports events and sports leisure activities of a large number of sports volunteers. It is the part that cannot be underestimated (Wicker & Kerwin, 2022).

The so-called sports volunteers are unpaid human power who work based on individual free will, contribute personal time, and provide professional competence and resources for organizations related to linkage or leisure activities to ensure the success of the volunteers (Wicker & Downward, Citation2020). The study of Mills *et al.*, (2022) points out that one of the

key elements of the success of a large-scale competition is the need to have a certain service enthusiasm and sports-related professional concepts of sports volunteers. Indicate that due to the selfless dedication of sports volunteers, the general public could enjoy high-quality sports events and a better sports environment.

In terms of related volunteer research, research points out that the job satisfaction of volunteers in The World Games 2009 is mainly due to the good interaction and cooperation with volunteer partners, and the most important thing is the support of each other to make them satisfied in the work of volunteer service. The study of Scharfenkamp *et al.*, (2022) indicates that participating volunteers could improve their self-abilities, learn to deal with others in the service process, enhance their self-confidence and change their personal values, and then satisfy the whole team atmosphere; so they are more willing to participate in the service of sports volunteers. We can fully understand and grasp the participation motivation and relevant considerations of volunteer service personnel should be fully understood and grasped, so that sports volunteers could use their expertise to serve the public, and also enable sports volunteers to obtain the satisfaction they expected during the service process, which is an important issue that cannot be ignored (R&A, 2022).

Based on the above discussion, it is important to study participation motivation of the volunteers in large-scale sports events and job satisfaction of their work. However, if re-participation intention could continue to be understood, it would be an important basis for recruiting volunteers in future sports games. Therefore, this study aims at the sports volunteers of the 2023 National Intercollegiate Athletic Games in Taiwan, and the research results are hoped to provide reference for practical and follow-up research.

1.2 Research Purposes

- (1) Explore the participation motivations of sports volunteers.
- (2) Analyze the impact of sports volunteers' job satisfaction on re-participation intention.

2. RESEARCH METHOD

2.1 Research Object and Sampling Implementation

This research object is the sports volunteers in the 2023 National Intercollegiate Athletic Games. On

May 2, 2023, when the sports volunteer service teams are assembled, a questionnaire survey is conducted and recovered. This questionnaire is issued 200 copies; 200 copies are recovered, including 13 invalid questionnaires and 187 valid questionnaires. The effective questionnaire recovery rate is 93%.

2.2 Research Tools

The first part of the research tool of this study, "sports volunteers participation motivation and management satisfaction scale", is adapted from the questionnaire of Chow (2002). The second part, "volunteers' job satisfaction scale", is mainly compiled based on the "Sports volunteers' job satisfaction Index" of Roseanna and Guzley (2001). The third part is the "volunteers' re-participation intention scale" which is mainly compiled from Changliao (2011). The World Games volunteers' re-participation intention scale. The scale is scored by the Likert five-point scale and is evaluated from "highly disagree (1 point)" to "highly agree (5 points)".

2.3 Data Processing

The valid questionnaires of this study are statistically analyzed using SPSS For Windows version 20.0. The analysis includes the following steps: the reliability and validity of the research tool is constructed by project analysis, exploratory factor analysis and Cronbach α reliability test.

- (1) Narrative analysis of the personal background variables of college student volunteers and the situation of job satisfaction.
- (2) Multivariate regression analysis is used to analyze "participation motivation", "job satisfaction", and the prediction of "re-participation intention".

3. RESULTS AND DISCUSSION

3.1 Narrative Analysis of Sample Characteristics

In the gender part of sports volunteers, there are 99 (52.9%) males and 88 females (47.1%); males are slightly more than females. There are 86 (46.0%) freshmen, 78 (41.7%) sophomores, 14 (7.5%) juniors, 9 (4.8%) seniors, but no graduates. As shown in Table 1, a maximum of 94 people (50.3%) have no regular exercise habits, 159 (85.0%) have participated in sports club or school team, and 135(19.9%) have participated in volunteer service clubs or organizations.

Table 1: Sample basic data number allocation table

Variables	items	Number of people	Percentage %
Gender	Male	99	52.9
	Female	88	47.1
School year	Freshman	86	46.0
	Sophomore	78	41.7
	Junior	14	7.5
	Senior	9	4.8
	Graduate or above	0	0

Variables	items	Number of people	Percentage %
Exercise habits	No exercise habits	93	50.2
	Exercise 2-3 times a week	83	45.2
	Exercise more than 3 times a week	9	4.6
Sports club or school team	Yes	159	85.0
	No	28	15.0
Participated in volunteer service clubs or organizations	Yes	135	19.9
	No	52	7.6

3.2 Sports Volunteers' Participation Motivation and Job Satisfaction Analysis

3.2.1 Participation Motivation

In Table 2, the average score of volunteers' participation motivation is ranked based on valid sample. The top five motivations with the highest are ranked as following: "learn how to do things and

techniques" (M=3.99, SD=0.71), "improve my ability to solve problems" (M=3.88, SD=0.94), "enrich my life and make me feel happy" (M=3.87, SD=0.95), "being a volunteer is very honorable" (M=3.86, SD=0.98), and "dedicate to the school and help others" (M=3.85, SD=0.82).

Table 2: Analysis of sports volunteers' participation Motivation

Variables	Mean	Standard deviation	ranking
1. Realize my life's ideals	3.56	1.03	9
2. Affirm my ability and value	3.50	0.87	10
3. Improve my interpersonal relationship	3.73	0.95	7
4. Improve my ability to solve problems	3.88	0.94	2
5. Enrich my life and make me feel happy	3.87	0.95	3
6. Participate in school activities to stay active	3.74	0.91	6
7. Dedicate to the school and help others	3.85	0.82	5
8. Being a volunteer is very honorable	3.86	0.98	4
9. Learn how to do things and techniques	3.99	0.71	1
10. Volunteer is a job with good social image	3.71	0.89	8

3.2.2 Job satisfaction

In Table 3, the average score of volunteers' job satisfaction is ranked based on valid sample. The top five satisfactions with the highest are ranked as following: "Feel that I am part of the school" (M=3.75, SD=0.90), "School gives volunteers a wealth

of resources" (M=3.73, SD=0.95), "The school is very thoughtful about the contact and supervision of volunteers" (M=3.68, SD=0.93), "The relationship is harmonious between volunteers" (M=3.61, SD= 1.01), and "The school praises the contribution of volunteers in public" (M=3.89, SD=0.91).

Table 3: Sports volunteers' job satisfaction analysis

Variables	Mean	Standard deviation	ranking
1. Improve the ability to cope with people	3.39	1.05	7
2. Satisfied with making many friends	3.37	1.07	8
3. School gives volunteers a wealth of resources	3.73	0.95	2
4. Affirm my ability at work	3.46	0.97	6
5. The school praises the contribution of volunteers in public	3.52	0.91	5
6. Feel that I am part of the school	3.75	0.90	1
7. The relationship is harmonious between volunteers	3.61	1.01	4
8. The working atmosphere of volunteers at school is very good	3.35	1.03	9
9. The school provides comprehensive welfare measures	3.28	1.10	10
10. The school is very thoughtful about the contact and supervision of volunteers	3.68	0.93	3

3.2.3 Analysis of the Influence of Participation Motivation and Job Satisfaction on Re-Participation Intention

(1) Analysis of the influence of participation motivation on re-participation intention

In this study, 10 variables of participation motivation are used as predictive variable; the facet "re-

participation intention" is used as the criterion variable; and all-possible-regression procedure is used for regression analysis. The results from the analysis in Table 4 show that: the facets "volunteer is a job with good social image" ($t=4.78$, $p<.05$) and "enrich my life and make me feel happy" ($t=3.07$, $p<.05$) have a predictive effect. They both predict the "re-participation

intention” of the volunteers reaches 49.0% in the college sports competition.

Table 4: Regression analysis summary table of Sports volunteers’ participate motivation and re-participation intention

Facets	B	Std.Error	Beta	t	sig
1. Realize my life's ideals	.03	.10	.03	.35	.724
2. Affirm my ability and value	-.36	.10	-.27	-3.48	.001
3. Improve my interpersonal relationship	-.01	.11	-.01	-.14	.882
4. Improve my ability to solve problems	.17	.10	.13	1.69	.092
5. Enrich my life and make me feel happy	.35	.09	.28	3.53*	.000
6. Participate in school activities to stay active	-.07	.10	-.05	-.71	.466
7. Dedicate to the school and help others	.37	.12	.26	2.89	.004
8. Being a volunteer is very honorable	.05	.10	.04	.52	.597
9. Learn how to do things and techniques	.01	.10	.00	.12	.903
10. Volunteer is a job with good social image	.38	.08	.29	4.78*	.000
R=.700 R ² =.490 adjusted R ² =.461 F=16.92					

a *p< 0.5, b. based on variables: re-participation intention

(2) Analysis of the influence of job satisfaction on re-participation intention

In this study, 10 variables of job satisfaction are used as predictive variable; the facet “re-participation intention” is used as the criterion variable; and all-possible-regression procedure is used for regression analysis. The results from the analysis in Table 5 show that: the facets "satisfied with making

many friends" (t=5 .50, p<.05), "the school praises the contribution of volunteers in public" (t=4.95, p<.05), and “the school is very thoughtful about the contact and supervision of volunteers” have a predictive effect. They all predict the “re-participation intention” of the volunteers reaches 65% in the college sports competition.

Table 5: Regression analysis summary table

Facets	B	Std.Error	Beta	t	sig
1. Improve the ability to cope with people	-.02	.59	-.19	-.36	.713
2. Satisfied with making many friends	.45	.08	.41	5.50*	.000
3. School gives volunteers a wealth of resources	.16	.06	.12	2.34	.020
4. Affirm my ability at work	-.02	.08	-.01	-.25	.803
5. The school praises the contribution of volunteers in public	.50	.10	.39	4.95*	.000
6. Feel that I am part of the school	-.49	.10	-.37	-4.90	.000
7. The relationship is harmonious between volunteers	.25	.08	.21	2.88	.004
8. The working atmosphere of volunteers at school is very good	.04	.09	.04	.51	.609
9. The school provides comprehensive welfare measures	-.17	.07	-.16	-2.38	.018
10. The school is very thoughtful about the contact and supervision of volunteers	.36	.08	.28	4.30*	.000
R=.805 R ² =.657 adjusted R ² =.627 F=31.92					

a*p< 0.5, b. based on variables: re-participation intention

4. CONCLUSION AND RECOMMENDATIONS

4.1 Conclusion

4.1.1 Volunteer personal characteristics

In the gender part of sports volunteers, there are 99 (52.9%) males and 88 females (47.1%); males are slightly more than females. There are 86 (46.0%) freshmen, 78 (41.7%) sophomores, 14 (7.5%) juniors, 9 (4.8%) seniors, but no graduates. A maximum of 94 people (50.3%) have no regular exercise habits, 159 (85.0%) have participated in sports club or school team, and 135(19.9%) have participated in volunteer service clubs or organizations.

4.1.2 Job satisfaction

The results of the analysis show that The top five satisfactions with the highest are ranked as

following: “Feel that I am part of the school”, “School gives volunteers a wealth of resources”, “The school is very thoughtful about the contact and supervision of volunteers”, “The relationship is harmonious between volunteers”, and “The school praises the contribution of volunteers in public”. points out that after participating in volunteer service, volunteers can make their feelings highly valued, recognized and respected, thus enhancing self-confidence and satisfying the satisfaction of self-internal needs.

4.1.3 Analysis on the Influence of Sports Volunteers’ participation motivation on re-participation intention

This study finds that “volunteer is a job with good social image” and “enrich my life and make me

feel happy” could predict the “re-participation intention” of college students in the volunteer sports service. The study of Shan-Ying Huang, Wen-Sheng Chiu, Ching-Hui Lin, Kuo-Wei Lin (2019) indicates that people should have the personality traits of self-confidence, service, and sense of humor, so that they could enjoy their work and bring good service to customers.

4.1.4 The relationship between volunteer job satisfaction and re-participation intention

As a result of the analysis, the study discovers that “Satisfied with making many friends “the school praises the contribution of volunteers in public” and “the school is very thoughtful about the contact and supervision of volunteers” could predict re-participation intention of college students in the volunteer sports service. Changliao, (2011) indicates that if the volunteers of The World Games feel higher the level of job satisfaction in the process of volunteer service, the higher their intention to participate in volunteer service in the future. This study also has the same findings.

4.2 Recommendations

The results of this study show that volunteer participation motivation and job satisfaction have predictive effects on re-participation intention. Therefore, when planning the volunteer service work project, the organizer of the future competition will have the necessary planning for the work content in addition to the necessary training. In terms of job satisfaction, college student volunteers are mainly think that “I feel that I am a part of the school”. They are very friendly with their volunteer partners and support each other, and understand that it is meaningful to engage in volunteer service. Therefore, in view of the above results, when there are similar large-scale sports events in Taiwan in the future, the reasons for the above-mentioned job satisfaction could be used as the basis for publicizing volunteers, thereby enhancing the intention of college students to participate in volunteer service.

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