

A Study of College Students Sport Volunteers' Participation Job Satisfaction, Perceived Value and Willingness of Re-participation

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Abstract—The purpose of this study is to analyze the college students to participate in large-scale sporting events volunteers' job satisfaction, perceived value, and willingness to participate again. Students targeted investigation department has been involved in major sporting events volunteer service, convenience sampling survey received 577 valid questionnaires. The information obtained by the statistical analysis, the study found: 1 in job satisfaction, the partners get along with volunteers Harmony "is the highest. Students volunteering to participate in the "job satisfaction" and "perceived value" have predicted "willingness to re-participate". According to the above results, the study not only the future want to handle the planning of large-scale sporting events volunteer service specific recommendations and also proposed direction for future research.

Index Terms—volunteer, job satisfaction, perceived value, willingness of re-participation.

I. INTRODUCTION

A. Background and Research Motivation

The volunteer service is a world trend, our country in order to comply with the trend of the world and the actual needs, through volunteer service on January 4, 2001, and announced on January 20 that year, and provides a source of law for all the use of volunteer resources basis and norms, volunteer work since officially entering a new milestone. Shows that volunteer work has become a universal value, is an important issue of concern of the government and society [1]. As volunteers abroad are a trend, even in the domestic sporting events volunteers this trend in recent years also continue the development. Japan, Hiroshima Asian Games, the number of 52,000 people (volunteers) and Nagano Winter Olympic Games, the number of 32,261 people (volunteers), the number of volunteers have spent tens of thousands of sports can be seen organizing major international sporting events, a large number of participation and commitment of the volunteers, and save an enormous amount of personnel expenditures for the General Assembly. Especially for no vendor sponsorship and ticket sales, organizers and more

to show the economic benefits of sport volunteers [2]. Lu [3] pointed out that the 2000 Sydney Olympic Games come to an end, more than 40,000 volunteers in fact, one of the backstage, enthusiastic services to make the Olympic Games held smoothly and save a huge sum of money to the General Assembly, its contribution. So-called sports volunteers is based on the free will, excluding the compensation, contributions to personal leisure time for sport or leisure activities related organizations provide professional ability and resources to ensure the activities of the success of the various volunteer services by [2] and [4]. In addition the 2009 Kaohsiung World Games, the input of tens of thousands of volunteers, in addition to save a lot of funds to the General Assembly, but also to the world players, executives and tourists, left for Taiwan with a good impression.

Why the feelings of the volunteer service work often for researchers to explore the most common system using the "job satisfaction" to be analyzed. The so-called job satisfaction for the work of an attitude, a belief, feeling, and behavior-oriented complex [5]. Is also a kind of emotional, emotional reaction, is a like - not like emotional can description of job satisfaction is the extent of individual happiness from work. If an individual work pleasurable emotional reactions, said job satisfaction; contrary, it means that individual the work feel not satisfied. Therefore understand volunteers in sports tournament volunteer service process, the case of work, including the General Assembly the previous training, work arrangements, as well as the service process to interact with others (such as working partners, spectators, players and executives, etc.) to meet the situation. Study in the Chang Liao [6] World Games 2009 volunteers work to meet its volunteers their work satisfying, mainly from with volunteers' partners interact and get along well, the most important is the support of each other, so they work so blogging service to meet.

In most sports tournament volunteers focus on is that the volunteers involved in motivation [7] and job satisfaction [8]; volunteers' future will continue to engage in services, and more "promise" or "organizational commitment" [9] and other factors to measure. Although the study results have important reference value for the follow-up study, but the study of innovation, especially

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its willingness to participate in the value as well as follow-up feelings for volunteer service participation, there has been less important for researchers. The so-called "perceived value" is usually used in consumer behavior research, according to that perceived value is usually refers to the sacrifice paid by the consumer to obtain a product or service, including monetary and non-monetary type of sacrifice. Terms of money to pay for a product or service, the non-monetary aspects, product sacrificing time, or to obtain a product or service in the spirit of pay [10]. Another major motivation for this study is to explore the other hand, whether the volunteers of the tournament at the expense of money, time and effort, you actually feel the value of volunteer service, and the future will still continue to sporting events volunteers service. Related volunteer study, is that the "perceived value" to explore the relationship between the "value" or "values", and more job satisfaction. Just as in the behavior of consumers, the fact that when the consumer perception of product value, the willingness to continue to buy in the future is also higher; relatively low perceived value, willingness to repurchase its future will lower.

In Related volunteers' research, Millette and Gagné [11] study the motivation of the volunteers, satisfaction with performance results that found in one of the volunteers for the work to meet the situation, it will affect their intention to leave the volunteer ranks. In this study, based on the results of the study to infer, volunteer work will affect their willingness to participate in future meet. Guo [12] study of cultural institutions volunteers involved in motivation, job satisfaction and continued willingness to Kaohsiung Public Library, for example, the results sent significant predictor of job satisfaction for volunteers continued willingness. Hu [13] study of volunteers also found to lower the volunteers' job satisfaction is also higher, its intention to leave. Chang Liao [6] to study the behavior of the 2009 World Games volunteer participation, including that found volunteers for the meet with a high perceived value, and willingness to participate in volunteer service for the future is also higher.

B. Purpose

Integrated the above discussion, study sports tournament volunteers work to meet the case of its importance, and further can be sustained in the understanding of their perception of the value of the case, and then willingness to participate, however, can help future sporting events in the recruitment of volunteers important basis for national campaign is organized by the tournament after the major activities of each of the counties and cities will. Therefore, this study had college students volunteer to participate in sports competitions, to analyze the behavior of their participation in volunteer service, hope can provide reference for practice and research.

II. METHODOLOGY

A. Subject and Sampling

The object of this study had participated in large-scale sporting events (World Games, National Games, national sports competitions) students' volunteers' object, convenience sampling at six universities in central Taiwan to investigate. In this study, issued a total of 636 questionnaires were 602 copies were recovered in the deduction of 25 parts to fill in incomplete questionnaires, this study, a total of 577 questionnaires were returned.

B. Questionnaire

The first part of the research tools for volunteer job satisfaction scale, a total of 17 questions; volunteers work to meet the main reference Farrell, Johnston and Twynam [8] sports tournament and Roseanna and Guzley [14] development of Chi Public satisfaction indicators are prepared from. Asked the main content, is that the volunteers meet Assembly training and the benefits system, satisfying job content, as well as meet with human interaction. The scale mining Likert 5-point scale to measure, respectively, from "strongly agree", "agree", "normal", "disagree", "strongly disagree" were given scores of 1-5.

The second part is divided into volunteer service perceived value scale, the scale of this part of Question 3, the main reference to consumer behavior, the perceived value. Cronon, Brady, and Hult [10] pointed out that the perceived value usually refers to the sacrifice paid by the consumer to obtain a product or service, type of sacrifice including monetary and non-monetary. Terms of money to pay for a product or service, the non-monetary aspects, product sacrificing time, or to obtain a product or service in the spirit of pay. The scale mining Likert 5-point scale to measure, respectively, from "strongly agree", "agree", "normal", "disagree", "strongly disagree" were given scores of 1-5.

The third part were volunteers and then willingness to participate Scale The scale of a total of five questions, this part of the questionnaire prepared main quote from Chang Liao [6] World Games volunteers participating willing Scale "I will be happy to advise and recommend friends and family to engage in sports volunteer service," if any other volunteer training opportunity, I will be very happy to participate "," In the future I will continue to give priority to participate in a major international tournament volunteer service work"" As long as there is a major sports tournament, I will be happy to engage in volunteer service activities, to measure the scale mining Likert 5-point scale, from strongly agree "," agree "," normal "," do not agree, "do not agree", were given scores of 1-5.

The fourth part is the personal background variables including: gender, class University, studying in the Department, grade, whether the workers engaged in volunteer service experience, and the number of volunteer service in the sporting events.

C. Data Analysis

Returning the questionnaires in this study is the use of SPSS for Windows 17.0 statistical analysis, analysis steps include: project analysis, exploratory factor analysis and Cronbach' α reliability test of statistical methods to

construct the reliability and validity of the research instruments. Frequency distribution to analyze the situation of university student volunteers personal background variables and job satisfaction. Multiple regression analysis "job satisfaction", and the "perceived value" on the willingness to participate prediction situation.

D. Questionnaire of Validity and Reliability

In this study, the factor analysis, first Kaiser-Meyer-Olkin test analysis, and the results obtained KMO value of .921, is very close to 1, the survey sample correctly. In addition, exploratory factor analysis, the research work to meet part of the total extract four factors the Q17 "Let me work on the future is full of self-confidence" factor loadings are not higher than .50, it is to be deleted. Each factor according to the characteristics of the items were named "to help others and self-affirmation", "interpersonal interaction good", "institutional benefits perfect" and "appreciation with others certainly factors, the scale cumulative variance of 68.20.

In perceived value scale, this study referenced Chang Liao [6] World Games volunteers "perceived value" scale individual reliability of its value at each measurement variables ranged from .59 to .71 between the composite reliability is .83, the average variance extracted amount to .66, standardized factor loadings ranging from .77 to .84 between the scale items effectively measure of volunteers perceived value.

"Willingness to re-participate Scale, this study referenced Chang Liao [6] World Games volunteers "willingness to participate" Scale, this scale in each measurement variables, individual reliability values referral composite reliability between .38 to .66 to .77, the average variance extracted amount to .56, and the standardized factor loadings ranging from .61 to .81, scale items effectively measure of volunteers willingness to participate.

III. RESULT

A. Subject and Sampling

In this study, 577 valid questionnaires were recovered, in terms of gender, men 316, and women 257. In the university category, the technical and vocational college 290, the ordinary University 271 people. In the Department, the Department of Sport for the 458, 107 non-sports related disciplines. In grade, which freshmen 87 people, sophomore 316, junior 154, senior 6. 254 migrant workers in terms of the presence or absence of wage, no part-time work are 318 people. In the presence or absence of volunteer service experience, experience 437, 132 volunteers experience. Engaged in sporting events volunteers service the number of service 1 by the number of maximum count of 135, followed by the service twice, have 77 people, then is the service three times, count 41 people, while five times they also have 18 people, but the others are service six times (or more).

B. The College Students Volunteer Service Job Satisfaction Analysis

The analysis of the results found valid sample of volunteers work to meet and question items average score rank order, the work of the volunteers to meet top five: "The harmonious relationship between partners and volunteers (M=4.12, SD=.72), so I feel the joy of helping others "(M=4.02, SD=.79), mutual support and volunteer partners (M=3.99, SD=.77), and mutual understanding" and volunteer partners(M=3.92, SD=.73), and "feel engaged in volunteer service makes sense" (M=3.89, SD =.79).

C. The Job satisfaction, Perceived Value and Willingness to Re-participate Again Influence Analysis

1) College student volunteers to participation in job satisfaction and perceived value relationship analysis

TABLE I. REGRESSION ANALYSIS OF THE JOB SATISFACTION ON PERCEIVED VALUE

Variables	B	Std. Error	Beta	t-value	Sig
A	.13	.03	.23	4.96*	.000
B	.06	.05	.06	1.41	.160
C	.33	.03	.38	10.89*	.000
D	.17	.04	.20	4.47*	.000
R =.69 R ² =.49 adjusted R ² =.49, F=136.40*					

*p<.05

Note: A. to help other with self-affirmation
 B. interpersonal interaction good
 C. institutional benefits perfect
 D. appreciation with others certainly

The analysis of results from Table I shows the research work to meet the four factors were used to predict the "perceived value" factor dimensions criterion variable regression analysis results to adopt forced into law, found that "helping people with self-affirmation "factors (t=4.96, p<.05), "institutional benefits perfect" (t=10.89, p<.05) and "appreciation with others certainly" (t=4.47, p<.05), three factors predictive role of university student sports tournament volunteer service "perceived value" can be predicted to reach 49%.

2) College student volunteers to participation in job satisfaction and willingness of re-participation relationship analysis

TABLE II. REGRESSION ANALYSIS OF JOB SATISFACTION ON WILLINGNESS OF RE-PARTICIPATION

Variables	B	Std. Error	Beta	t-value	Sig
A	.47	.05	.49	10.36*	.000
B	-.01	.08	-.001	-.013*	.989
C	.22	.05	.15	4.18*	.000
D	.15	.07	.11	2.29*	.022
R =.66 R ² =.44 adjusted R ² =.43, F=110.09*					

*p<.05

Note: A. to help other with self-affirmation
 B. interpersonal interaction good
 C. institutional benefits perfect
 D. appreciation with others certainly

The analysis of the results from Table II show this study to the perceived value of the three variables were used to predict willingness to participate in "re-factors aspects of the criterion variable, mining forced to enter law the results of the regression analysis found that" engaged in volunteer service time spent is worth it ($t=5.16$, $p<.05$), and "spend physical spirit to participate in volunteer service is worth" ($t=10.42$, $p<.05$), the two variables predictive role predictable university student sports tournament volunteer service 'willingness to participate up to 49%.

3) College student volunteers to participation in perceived value and willingness of re-participation relationship analysis

TABLE III. REGRESSION ANALYSIS OF THE SPORT TOURISM AND TRAVEL EXPERIENCE ON PERCEIVED VALUE

Variables	B	Std. Error	Beta	t-value	Sig
A	.20	.16	.05	1.23	.218
B	1.07	.21	.24	5.16*	.000
C	2.13	.20	.47	10.42*	.000
R =.69 R ² =.48 adjusted R ² =.48, F=176.41*					

* $p<.05$

Note: A. It's worth to spend money into the volunteer service.

B. The time spent is worth it

C. Spend physical and spiritual worth

Analysis of the results from Table III shows the perceived value of three variables predictive variables, and "willingness to re-participate" factor aspects of the criterion variable, mining forced to enter law the results of the regression analysis found that "engage in volunteer service time spent is worth it" ($t=5.16$, $p<.05$), and "spend physical spirit to participate in volunteer service is worth" ($t=10.42$, $p<.05$), the two variables were predictive role predictable sporting events of college students volunteer service 'willingness to participate up to 48%.

IV. DISCUSSION

A. The College Students Volunteer Service Job Satisfaction Analysis

The results of the analysis found that the volunteers' job satisfaction top five: get along with volunteers partner Harmony ", I feel the joy of helping others, mutual support and volunteer partners, partners with volunteers mutual understanding of each other, and feel engaged in volunteer service makes sense. "The results of the above studies, with Chang Liao [6] study the World Games volunteers meet similar results. Addition from the above results, obvious volunteers work satisfaction, mainly from with volunteers partners interact and get along well, the most important is the support of each other, so they let in volunteer service work to meet. Volunteer service is the most important thing from the players, executives, or the affirmation of the audience, as well as people around the encouragement and appreciation for their volunteer service work to generate power and produce a high degree of job satisfaction, but the study found that contrary college students feel "interactive" meet. The above results in terms of with Chang Liao [6], the 2009

World Games in Kaohsiung shipped volunteers obviously the same, another comparison with the findings of the volunteer service [7] and [8] had the same findings.

B. The College Students Volunteer Service Job Satisfaction and Perceived Value Analysis

Analysis of the results showed that "to help others and self-affirmation", "institutional benefits perfect" and appreciation with others certainly three factors are predictive role. This also shows that the higher the job satisfaction of college students volunteer service, they believe that the time it takes gold between physical spirits is worth. According to the literature the Chang Liao[6] findings, the World Games volunteers, such as the tournament volunteer service process, feel a high degree of job satisfaction is also higher, its future willingness to volunteer services, the research also have the same discovery.

C. The College Students Volunteer Service Job Satisfaction and Willingness of Re-participation Analysis

The results of the analysis show that the research work to meet the four factors were used to predict, "willingness to participate" as the criterion variable factors dimensions, "to help others and self-affirmation" factors, welfare agencies improve "as well as two factors predictive role. In Related volunteers' research, Millette and Gagné [11] study the motivation of the volunteers, satisfaction with performance results that found in one of the volunteers for the work to meet the situation, it will affect their intention to leave the volunteer ranks. In this study, based on the results of the study to infer, volunteer work will affect their willingness to participate in future meet. Guo [12] study of cultural institutions volunteers involved in motivation, job satisfaction and continued willingness to Kaohsiung Public Library, for example, the results sent significant predictor of job satisfaction for volunteers continued willingness. Hu [13] study of volunteers also found to lower the volunteers' job satisfaction is also higher, its intention to leave.

D. The College Students Volunteer and Perceived Value and Willingness of Re-participation Analysis

The analysis of the results of this study to the perceived value of the three variables for predictive variables, and willingness to participate in "re-factors aspects of the criterion variable, time spent engaged in volunteer service is worth it" factor "spend physical spirit to participate in volunteer service is worth the two variables are predictive role. In Related volunteer's research, Millette and Gagné [11] study the motivation of the volunteers, satisfaction with performance results that found in one of the volunteers for the work to meet the situation, it will affect their intention to leave the volunteer ranks. Other cultural institutions Guo [12] study volunteers involved in motivation, job satisfaction and continued willingness to Kaohsiung Public Library, for example, and the results sent significant predictor of job satisfaction for volunteers continued willingness. Hu [13] study of volunteers also found to lower the

volunteers' job satisfaction is also higher, its intention to leave. According to the literature the Chang Liao [6] findings volunteers at the World Games, such as the tournament volunteer service process, feeling the higher the value, its future willingness to volunteer services is also higher, but this study also the same discovery.

E. Suggestion

College student volunteers in job satisfaction, "interaction" main partners and volunteers' harmonious relationship and mutual support and understanding, mutual understanding and volunteer partners feel engaged in volunteer service makes sense. Therefore, for the above results, the future of Taiwan, similar large-scale sporting events, recruit volunteers, can the above work to meet the reason to do a basis for propaganda to recruit volunteers, and thus enhance the willingness of college students to participate in volunteer service. In addition, the researchers also found that college student's volunteer, different from the past; they are concerned about Congress' welfare measures. Therefore, for the follow-up unit of a major tournament, to improve the welfare measures to strengthen food, clothing, shelter, transportation, education, music, etc., can attract college students to actively participate in, and allows them to produce a high degree of job satisfaction.

The results of this study found that volunteers participate in job satisfaction and perceived value to predict the existence of willingness to have further participation. Future tournament organizers in planning volunteer service project, in addition to complete the necessary training, work content planning is necessary. Volunteer service work, the work generated satisfied, then they will feel the services of the volunteers, it is worth the time, money and effort to pay future recruitment services, they willingness is also higher.

In this study, college students had participated in large-scale sporting events for the study, research variables, the Department of the reference to the tourism and leisure behavior research, the inclusion of the "perceived value" and "willingness to participate". Although the study design innovation, however, in the course of that investigation, but found that the length of time during the tournament, "as well as" service sports may be a moderating variable, but in this study, not included in the survey. Therefore recommended that subsequent researchers conducting research related to the behavior of the volunteers at the tournament, can refer to the related research, the variables included in the study design. In addition, the study also suggested that future researchers can refer to the study of architecture, continue to research the behavior of different tournament volunteers; Also refer to the relevant literature inclusion of variables, more complete and fulfilling volunteer behavior.

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