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Author CHIA-AN HSU
Author's Email Address No Public.
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Abstract Abstract
Motivation, organizational commitment, job involvement, job satisfaction, training, and welfare and reward are six consistent suggested factors in the literature on the volunteer retention. The main purpose of this study is to understand the influences of these factors on the retention of undergraduate volunteers. The differences in these six factors and volunteer retention between different socio-demographic undergraduate volunteer groups were also explored.
The initial sample for this study consisted of 702 undergraduate volunteers in southern Taiwan. Of those, 322 questionnaires were valid. Analysis of the data was conducted using descriptive statistics methods, t-test, one-way ANOVA, correlation analysis, and stepwise multiple regression analysis. As follows, the major findings of this study are:
1. There is no significant difference in volunteer retention between different socio-demographic undergraduate volunteer groups. The training and welfare and reward of private school undergraduate volunteers differ significantly from those of public school undergraduate volunteers. The motivation, job involvement, job satisfaction, training, and welfare and reward of day school undergraduate volunteers differ significantly from those of night school undergraduate volunteers. The job satisfaction of undergraduate volunteers with religion differs significantly from those of undergraduate volunteers without religion. The job involvement of undergraduate volunteers varies according to the nature of the volunteer activity.
2. The retention of undergraduate volunteers is positively related to motivation, organizational commitment, job involvement, job satisfaction, training, and welfare and reward.
3. The organizational commitment, training, welfare and reward, and job involvement are statistically significant predictors of the retention of undergraduate volunteers. The positive regression coefficients (β-coefficients) indicate that higher organizational commitment, training, welfare and reward, and job involvement correlate with higher volunteer retention.
Keywords: Undergraduate volunteers; Volunteer retention
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