

# opción

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## **Factors influencing intention to stay in a health-based voluntary activity**

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### **Abstract**

This research aims to analyze the effect of task identity and social support on the intention of the volunteer to be continuously involved in the voluntary-based activities (GELIAT Program). This research was

analytical observational research with a cross-sectional design. Samples were taken through simple random sampling. 102 volunteers from GELIAT Program asked to fill a questionnaire based on a Psychometric questionnaire. As a result, Task identity ( $P=0.042$ ) and social support ( $P=0.036$ ) significantly affected the intention of the volunteer to be continuously involved in voluntary activity. In conclusion, task identity and social support affecting volunteer intention to do voluntary activities.

**Keywords:** Employment, Social support, Voluntary programs.

## Factores que influyen en la intención de permanecer en una actividad voluntaria basada en la salud

### Resumen

Esta investigación tiene como objetivo analizar el efecto de la identidad de la tarea y el apoyo social en la intención del voluntario de participar continuamente en las actividades voluntarias (Programa GELIAT). Esta investigación fue una investigación analítica observacional con un diseño transversal. Se tomaron muestras mediante muestreo aleatorio simple. 102 voluntarios del Programa GELIAT pidieron completar un cuestionario basado en un cuestionario psicométrico. Como resultado, la identidad de la tarea ( $P = 0.042$ ) y el apoyo social ( $P = 0.036$ ) afectaron significativamente la intención del voluntario de participar continuamente en la actividad voluntaria. En conclusión, la identidad de la tarea y el apoyo social afectan la intención del voluntario de realizar actividades voluntarias.

**Palabras clave:** Empleo, Apoyo social, Programas voluntarios.

### 1. INTRODUCTION

The health sector is one of the main focuses in the world, especially in Indonesia. Maternal mortality rate and the infant mortality rate is one of the community health indicators which becomes the main concern. The infant mortality rate based on MDGs

2015, has reached the target which was 22.23 per 1,000 live births from the target of 23 per 1,000 live births. Meanwhile, the maternal mortality rate has not reached the target yet which was 305 per 100,000 live births from the target of 102 per 100,000 live births.

At the end of 2030, Indonesia will encounter the target of SDGs, as the continuation of MDGs program, in which Indonesia is targeted to reach Maternal Mortality Rate of 70 per 100,000 live births and Infant Mortality Rate of 12 per 1,000 live births (SCHERER, ALLEN, & HARP, 2016). Infant and maternal mortality rates closely relate to the government program regarding maternal and child health. To succeed in the achievement of SDGs target, various efforts have been done, one of them is a pregnant mother empowerment program based on voluntary. The voluntary campus community includes students, lecturers, and alumni in empowering the pregnant mothers and their families in maintaining pregnancy health. It is expected that by the existence of this program, the effort of the government in increasing maternal and child health can be optimized.

The voluntary activity needs a participation role from volunteers to implement the program planned. The volunteer's participation is an important thing for the sustainability of the voluntary activity considering that volunteer is the main driver of the operational activity through the time and contribution they give (BUDIJANTO, 2014). Voluntary membership causes difficulties in assuring that volunteers are willing to participate in the activity continuously. Therefore, a non-profit organization recently holds the recruitment process as one of its

activities often performed and such thing can affect the focus of the organization's goal achievement. WARD & MCKILLOP (2011) stated that the recruitment process and problems regarding retention are one of the factual issues for a non-profit organization. Thus, various efforts need to be done to increase the volunteer's intention and motivation so that they keep stay at the non-profit organization, particularly in their participation in voluntary activity.

Based on several previous research, several things affect the volunteer's participation rate. Research conducted by SHAH, SUANDI, HAMZAH, & ISMAIL (2015) found that the level of volunteer's self-confidence is related to the volunteer's participation rate in voluntary activity. Another research concluded that volunteer who was not capable of positively predict their intention to stop participating in the activity. Satisfaction levels towards the management and organization also affect the volunteer's intention to continuously participate, especially the volunteers who aged more than 60 years old. In previous research conducted by MILETTE & GAGNE (2008), it showed that job characteristic is related to the volunteer's motivation, satisfaction, and performance. Perceived organizational support, job characteristics, and leadership type affect the intention to continuously participate in the non-profit organization. Job characteristics consisted of skill variety, task identity, task significance, autonomy, and feedback from the job.

Based on the previous research, task support and social support significantly affected the volunteer's commitment. The other research stated that task provision and support oriented to emotion to the volunteer are related to higher involvement rate.

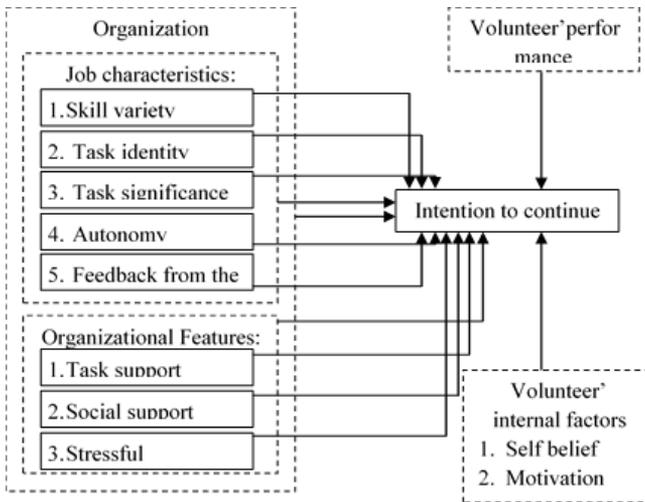


Figure 1: Theoretical Framework: Factors Predicted Affecting Volunteers' Intention to Continue, 2018

Based on the previous studies, it can be obtained that intention to continue on the volunteer participated in voluntary activity has various complex factors. Figure 1 is the illustration of several factors which have the possibilities of affecting the intention to continue sensed by the volunteer in a non-profit organization related to the willingness to continue the participation in the existing voluntary activity.

## 2. METHODOLOGY

This research was analytical observational research through a cross-sectional approach. The research population was active volunteers in the GELIAT program of Universitas Airlangga,

Surabaya, with several 700 people. This study used simple random sampling O'HIGGINS (2013) technique; the minimal sample number was 85. In this study, we gathered 102 volunteers as a research sample. The inclusion criterion for the respondent is a member of the GELIAT volunteer and has been participated for over 2 years.

This research conducted between 5 months and the respondents has filled the written informed consent to be a part of this study. Dependent variables used in this research was the intention to continue, while the independent variable included skill variety, task identity, task significance, autonomy, feedback from the job, task support, social support, and stressful obligation. The instrument used was in the form of a questionnaire of Likert scale questionnaire type of 1 to 5. All of the respondents signed informed consent before filling out the questionnaire. The statistical test used in this research was multiple regression statistical test and conducted with SPSS Version 17 (GÜNTERT, 2007).

### **3. RESULTS**

The research conducted in 102 people came out with good results as seen in table 1. In Table 1, the effect of task support and social support separately on the intention to continue can be known. According to Table 1, it can be known that task identity (sig. 0.042) and social support (sig. 0.036) significantly affected the intention to continue the volunteer. Meanwhile, the other sub-variables did not

significantly affect the intention to continue ( $p > 0.05$ ). The equation of statistical test result is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_n X_n$$

$$Y = 7.357 + 0.297.X_2 + 0.152.X_7$$

Table 1: Linear Regression Statistical Result Modeling

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7.357	1.391		5.290	.000
	Skill variety (X1)	.105	.126	.093	.837	.405
	Task identity (X2)	.297	.144	.235	2.065	.042
	Task significance (X3)	-.210	.112	-.220	-1.881	.063
	Autonomy (X4)	-.148	.144	-.114	-1.023	.309
	Feedback from the job (X5)	.004	.149	.003	.026	.980
	Task support (X6)	.109	.059	.238	1.854	.067
	Social support (X7)	.152	.071	.292	2.132	.036
	Stress obligation (X8)	-.034	.065	-.051	-.518	.606
a. Dependent Variable: Intention to continue						

Based on the multiple regression equation, the constant obtained was 7.357, which means that the independent variables (task identity and social support) are 0, then the intention to continue will have a value of 7.357. Meanwhile, the regression coefficient was 0.297, which means that if each regression coefficient increases by 1, then the intention to continue the volunteer will increase by 0.297. The positive coefficient value shows that there is a positive relationship between task identity and intention to continue. The regression coefficient of 0.152 can be defined as if each quality of social support increases by 1, then the intention to continue the volunteer will increase by 0.152. The positive coefficient value shows that there is a positive relationship between social support and intention to continue.

#### **4. DISCUSSIONS**

GELIAT (Gerakan Peduli Ibu dan Anak Sehat Universitas Airlangga/Caring Movement towards Healthy Maternal and Child of Universitas Airlangga) is a voluntary program established aiming to actively contribute in the effort to fasten the decrease of maternal and child mortality in Surabaya City. GELIAT program involves the students as volunteers in guiding pregnant mothers and infants. The volunteer has a role in increasing pregnant mothers' capability and motivation in maintaining their health, reminding them to check their pregnancy I health service center, persuading early breastfeeding intention and exclusive breastfeeding as well as helping them to process their national health insurance participation. Volunteer

coordinated with the cadre, midwife of Public Health Center, Sub-Village midwife, and hospital staff, particularly regarding the referral.

GELIAT program has volunteers who are mostly young adult/ 15-30 years old (HACKMAN & OLDHAM, 1975). As much as 75.5% volunteer aged  $\leq 30$  years old. The volunteers are the students of Universitas Airlangga in the degree of diploma three, undergraduate, graduate and post-graduate, both active students and alumni. Most of the volunteer of GELIAT program is from the Faculty of Public Health staff, with the number of 80.4%.

Job characteristics are including skill variety, task identity, task significance, autonomy, and feedback from the job. These five elements are the volunteer's perceptions regarding the job characteristic in the GELIAT program. Skill variety is the volunteer's perception regarding the volunteer task in the program which needs different various activities in completing the task and involves the application of different various skills. Task identity is the volunteer's perception regarding the whole rate or illustration of a task done from the initial point A to final point B as well as to which extent the result can be predicted. In this case, all tasks are considered as holistic and not considered based on each component. Task identity is an important and critical element of job satisfaction. Task identity is one of 5 task characteristic elements in which the other elements are skill variety, task significance, autonomy and feedback.

Task significance is the volunteer's perception regarding the effect caused by voluntary activities as the activities goal. Autonomy is the volunteer's perception regarding the availability of freedom, independence, and policy towards the volunteer in performing voluntary activities. Meanwhile, feedback from the job is the volunteer's perception regarding the clarity of performance result information during the voluntary activities. Organizational features include task support, social support, and stressful obligation. Task support is the volunteer's perception regarding the support provided by the organization for them in the forms of materials, tools, service, and another source in conducting the activities. Different from task support, social support directs more to the aspect of emotional, which is comfort, care, reward, and support obtained by the volunteer from other volunteers and the program manager. Meanwhile, the stressful obligation is the incapability of the volunteer/ frustration in doing the activities due to the high level of monitoring, many rules, heavy obligation, and time that must be provided.

The results in this study show that task identity and social support are important elements to be paid attention to increasing the intention to continue the volunteers. This is in line with the result of the research conducted by RUIZ, MARCOS-MATÁS & TORNERO (2016), which found that organizational support and task satisfaction affected the volunteer willingness in keeping themselves to stay at the organization. Meanwhile, ALFES, SHANTZ & BAILEY (2016), in their research stated that the effect of job characteristics depends on the type of volunteering, and task identity has more effect on short-

term volunteers. This is in accordance with the volunteer illustration in this program, in which the voluntary activities significantly depend on the study period.

Satisfaction towards task, condition, and support from the organization is one of the factors which affect the willingness to stay or resign from the job. However, job characteristic affects the intention to stay, but it is still fully mediated by job satisfaction and work exhaustion. Job stress and perceived organizational support have a relationship with the employees' turnover intensity. This is in accordance with research performed by ALZAYED & MURSHID (2019), that employees' perception regarding the support received and work complexity positively affect the intention to leave. This shows that support from an organization perceived by the volunteer in the forms of task support, social support, and stressful obligation can affect the intensity of the employees' choice in staying at the organization.

To increase the task identity, an organization can combine the task and utilize teamwork as well as giving advice to the volunteer and ensuring that they can help in achieving the organization's goal. Through tasks designed in such a way, it is expected to increase the motivation and willingness of the volunteer to stay at the organization. Social support is considered as the main factor to protect an organization. Thus, consideration is needed by the organization, particularly to increase the intention to continue the volunteers. The level of social support, task support, reward, and wider information

positively affects the commitment, satisfaction, and intention of the organization to stay among the volunteer. Besides, social relationships, organization support, well task provision, and training significantly affect the intention to continue of the volunteers.

Volunteers’ perception regarding the social support which is good from the organization causes a good work climate as well so that the volunteer can implement the activities well and happily. The social support from the organization can form string ownership sense and building capital social relationships between the volunteer and organization. Effort in involving volunteers in an activity, as well as comfort, care, reward, and support perceived from the volunteer and program manager is the crucial thing. Based on this research, it can be considered that voluntary activity needs more support and care from the social aspect.

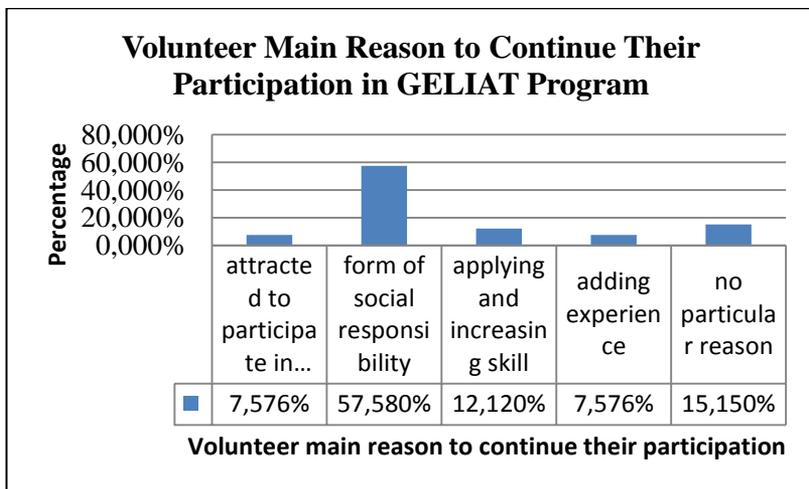


Figure 2: Volunteer main reason to continue their participation in GELIAT program, 2018

The background of decision making of staying at voluntary activities specifically can be in various forms. In such a case, it can be from the internal or external factor from the volunteer self. Figure 2 is the volunteers' reason regarding their decision to keep participate in the voluntary activities in the geliat unair program.

Based on Figure 2, the volunteer main reason to continue their participation in the GELIAT program is social responsibility on the maternal and child health in Indonesia (57.58%), particularly in Surabaya. The decision to continue and discontinue participation in voluntary activities is affected by many reasons. Volunteer in the GELIAT program is the students and alumni of Universitas Airlangga. Such a thing may cause more complex reasons. Research conducted by O'HIGGINS (2013), stated that the majority who participate in a voluntary activity is retired, while the youth generation and professional has an obstacle in terms of time if they want to be wholly involved in the voluntary activity. This shows that the student status may cause the cause emergence to not participate fully or even cannot continue the participation. However, those who did not continue their participation as a volunteer are those who have completed their obligation, which was accompanying the pregnant mother until the puerperal phase and did not as other pregnant mothers as their assist.

## **5. CONCLUSIONS**

The alumni who mostly are professional may also have an obstacle in managing their time between job, voluntary activity, or

even family. Such a reason may present and difficult to be overcome, considering that voluntary activity does not have any binding policy such as workplace or university. So that to increase the number of intentions to continue is a particular challenge for the organization. Increasing the intention to continue volunteer cannot be done according to the volunteer aspect only, but also from the organization aspect. Suggestion and expectation from the volunteer to the organization is an important thing in developing the organization. One of the delivered important matters is refreshing and developing the activities concept so that it can be attractiveness for the volunteer who mostly is millennial.

In research conducted by O'HIGGINS (2013), he stated that there are various things which motivate the community to willingly become volunteer, among them are the existence of career benefit, community concern regarding an existing health issue, or even opportunities to learn or improve the skill of the field related to the voluntary activities. This study concludes that someone's intention to participate in voluntary activities is significantly determined by task identity and social support. The better the perception regarding the clarity of the whole job, then the higher the intention to participate, and it goes the same as social support. The better the social support perceived, the higher the intention to participate in voluntary activities.

Other elements such as skill variety, task significance, autonomy, feedback from the job, task support, and stressful obligation do not give any significant effect. The majority of the volunteer

chooses to continue their participation in the voluntary program because they think that they still have a social responsibility in the effort of improving maternal and child health in Indonesia, particularly in Surabaya.

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