

# **Volunteer Motivation at Sport Tourism Events: A Gender Difference**

**Copy Right by Filda Rahmiati**

**Editor : Dedi Rianto Rahadi**

Terbit : Februari 2020

ISBN : 978-623-92175-1-8

**Penerbit : PT. Filda Fikrindo**

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Alamat : Alamat : Sindang Barang No. 454 Bogor.  (0251)

8627748,  0812-8616-8584

Cetakan Pertama : Februari 2020

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## **FOREWORD**

This book is written based on the author's observations on the topic of tourism. Where only a few studies that examined the sporting tourism event, especially in volunteer motivation. Further, volunteers from sport tourism events are usually students.

This book seeks to explore the gender differences of volunteers' motivation specifically on students. This book is suitable for reading by academicians, lecturers, students, also everyone with interest in the topic of tourism, as well as human behavior to find out how to examine gender differences in the field of tourism.

This book is the monograph, where only one topic is studied. For better in writing other books, the author is open to all comments and suggestions.

Jakarta, Februari 2020

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**Filda Rahmiati**

**Penerbit**

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**Penata Letak**

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## ABSTRACT

Asian Games and Asian Para Games 2018, are one of the biggest sport tourism events for Asian nations. Indonesia, particularly Jakarta and Palembang, have been the host of these events. These events have an impact not only on sports, but the multiplier effect on other strategic sectors in Indonesia. The success of these events cannot be separated from the hard work and also the struggle of volunteers during the event. Volunteers play an important role in successfully organizing events that helped make the events work well. There is little research that has been done on volunteers' motivation especially for university students' volunteer with gender difference analysis. This research aims to determine volunteer motivation at Sport Tourism Events with gender difference. This research used a quantitative research method to evaluate the motivational factors (Altruism, Intrinsic Motivation, Personal Growth, Career Orientation, and Patriotism). The population of this research was volunteers on Asian Games and Asian Para Games 2018. Non-probability sampling with snowball sampling was used in this study. Questionnaires was distributed to 338 and found that 330 responded questionnaires were used for data analysis. Data analysis used in this research were Anova test. The result affirmed that only factor Personal Growth has significant different on gender in Volunteer Motivation at the Asian Games and Asian Para Games 2018. This research recommends future researchers to investigate more variables and test the influence toward volunteer satisfaction and repeat action. Further, it recommends to discuss more on the different attribute such as age and occupation.

*Keywords: Sport Tourism Event, Asian Games, Asian Para Games, Volunteer Motivation*

## INTRODUCTION

Sport tourism events generally considered as the utilization on the opportunities to boost the economic growth, and urban development (Kim & Walker, 2012). Further, increases income and employment opportunity, minimizes inflation, and improves the status of cities or countries that are underrepresented considered as a prominent outcome of hosting events (Homafar et al, 2011). In fact, Bull & Lovell (2007) mentioned that sport tourism events can also result in negative impacts from the social and psychological sector (i.e., disturbances, security problems, traffic jams, and so on.). Though, the demand for sport tourism events still exists.

Asian Games and Asian Para Games 2018, is one of the biggest sporting events for the Asian nations. The 2018 Asian Games was joined by 45 countries and involved 18,000 people. Further, in the Asian Para Games 2018 joined by 42 countries with about 5,000 athletes and watched by about hundred thousand people (Ministry of Youth and Sports, 2018). The events have direct and indirect impacts that contribute to tourism. The direct impacts are the increase in tourist arrivals, infrastructure development, and economic improvement. Meanwhile, the indirect impact of high media value, the name of Indonesia will be in the spotlight of around 200 countries showing the 2018 Asian Games said Ministry of Tourism, Arief Yahya. Specifically, Jakarta Deputy Governor, Sandiaga Uno stated that Jakarta city is ready to become one of the holding locations which aims for the employment opportunities for Jakarta citizen (Indovoices, 2018).

By hosting the Asian Games and Asian Para Games 2018, Indonesia obtained a good image of Indonesian hospitality in the eyes of the world including high, namely 83% (Reed, 2018). Further, the National Development Planning Agency (Bappenas, 2018) recorded as many as 78,854 foreign tourists came to Indonesia during the 2018 Asian Games and Asian Para Games. Reached the tourist spending in Indonesia managed to earned in Rp. 3.7 trillion for the country's income, which tourist spent their money to shop up to Rp 1.9 trillion (Brodjonegoro, 2018). Most foreign tourists spent for souvenirs and accommodation or lodging. The goal of Indonesia to promote the beauty of nature and culture has reached. Especially souvenirs that are one of aim that Indonesia tried to introduction to the world.

The third Asian Para Games were held in Jakarta, Indonesia with the total of 2,768 athletes from 43 nations participated in 18 sports (Paralympic and four non-Paralympic sports). Asian Paralympic Committee President Mr. Majid Rashed highlighted the importance of these Games in developing the Paralympic movement in Asia, "We want the athletes' performances to encourage and excite young disabled people across Asia; we want them to believe that there is no limit to what they can achieve. We want the barriers between people with disabilities and others to be broken down, and for society to become inclusive. This has started to happen here already." Added, Indonesian Vice President Jusuf Kalla thanked everyone who had contributed to the success of the Games. "The 2018 Asian Para Games is more than a competition because this event involved humanity that embraces diversity and eliminates all stigmas." ([asianparalympic.org](http://asianparalympic.org), 2018).

The success of the 2018 Asian Games and Asian Para Games inseparable from the hard work and struggles of volunteers spread throughout the event. As most of the volunteers in the Asian Games and Asian Para Games are students which expected to become travel agents, promote tourism area, inform participants through social networking, tourism, cultural and culinary destinations, hoping to increase tourist visits to Indonesia (Tohir, 2018). Further, thousands of volunteers who must be on guard when athletes, officials and coaches from abroad come to Indonesia until they return home. Volunteering at the 2018 Asian Games and Asian Games in Money is a very challenging job and requires mental strength. Not only experience gained but also praise and invitations to various parties.

There is little research that has been done on volunteers for sport tourism events, especially for students' volunteer motivational factor with gender difference. Thus, this research was conducted to determine motivational factors on students' volunteer satisfaction at Sport Tourism Events with gender difference analysis. Volunteers' hard work deserves to be appreciated because they are ready to be in charge of helping athletes, spectators, and media crews who cover. Based on the pre-survey conducted by the researcher, the majority of individuals who participated in volunteer activities aimed to obtain extrinsic rewards offered by INASGOC (Indonesia Asian Games 2018 Organizing Committee). However, based on interviews with several sources there were problems, such as lack of discipline, suddenly resign during the event, and has been registered as a volunteer but was not present at the event

(since day 1). Further, language constraints create barriers to communicate with athlete and coach from other countries. From the volunteer itself, they found that being voluntarily in the Asian Games and Asian Para Games 2018 is a challenging job, quite overwhelmed, and take a lot of time.

Therefore, this study will determine volunteer motivational factors of students based on gender difference. The motivational factors used in this research used are altruism, intrinsic motivation, personal growth, career orientation and patriotism based on the study of Citra (2018).

## **LITERATURE REVIEWS**

### **Sport Tourism Event**

Sport tourism events have been seen as tourist attractiveness, image-making or developmental roles (Getz, 2008). Additionally, able to stimulate tourism growth and play a vital role in destination marketing. Special events are one-time or rare events outside the program or normal activities of the sponsoring body or organization. There are various types of special events depending on the form, purpose, and program including some organizing events for public celebrations (community festivals), while organizing other events is planned for the purposes of competition, fun, entertainment, business, or socializing (eg, sports, Exhibition).

### **Sport Tourism Event Volunteer Motivation**

Recently, volunteer motivation studies have more focused on mega sports events (Bang & Ross, 2009; Lee et al, 2014). Volunteers play an important role in successfully organizing events this is because they represent staff, visitors and consumers. Volunteers are also supporters of a big event that helped make this event work well. Identifying voluntary motivation to participate and support is very important for organizing and organizing this event. Therefore, it is very important to explore voluntary motivation to participate in mega-events.

Volunteer motivation is important for the success of sport tourism events, because volunteers are one of the important instruments for the event to run smoothly. One way to find out the reason

they choose to volunteer is to test voluntary motivation using functional analysis, which investigates the reasons, goals, plans, and goals underlying the person's behaviour. In other words, even though the behaviour of volunteers may be the same (ie, voluntary people), the underlying motivational processes and functions are served through behaviour can express themselves differently (Clary et al. 1998).

It was found that volunteers are motivated by the opportunity to socialize, receive material rewards, enlarge the local community status, connect with personal hobbies and interests, and express altruism (Warner et al, 2011). Attitudes, beliefs, values, and personality are the main causes that make individuals different and build their motivation when they participate in an activity (Chelladurai, 2006). Motivation is about being inspired to carry out an activity and has been adopted in a wide range of circumstances including workplaces, learning, events commitment and as relevant here, volunteer activity.

The categorizing of reasons for volunteering has varied and been complex, depending on types of events and organizations. Such diversity is reflected in this research into volunteer motivation, particularly about sport event volunteers. It seems that the motivation of sport event volunteers could be different from those of non-sport event volunteers (Bang & Ross, 2009). In this research, volunteer motivation used are altruism, intrinsic motivation, personal growth, career orientation and patriotism are taken from several previous researches.

## **Altruism**

Primarily, altruism focuses on the needs of others, this makes it different from other voluntary motivations; volunteers motivated by altruism replace the same costs for the benefit of others. Empirical research provides evidence for altruistic motives in many types of voluntary activities. A number of studies on volunteers' state that among other motivations, altruistic is the main reason for someone to become a volunteer and participate in volunteer activities (Carpenter & Myers, 2010). Controlling from various other explanations, they found that the decision to volunteer was positively related to altruism. They argue that the factor of altruism is very important in voluntary motivation. In addition, as long as the experience in activities becomes voluntary, each individual can find joy in activities aimed at helping others, and altruism can then encourage further volunteers. As a result, this study considers altruism as a voluntary motivation that is important for participating in mega events (Warner et al, 2011). The indicators that this research used is the joy of helping others and focuses on the needs of others (Lee et al, 2013) and (Bang & Ross, 2009).

## **Intrinsic Motivation**

Intrinsic motivation (internal) refers to behaviour that involves so that each individual can be involved in an activity for the satisfaction or pleasure inherent in carrying out the activity. Intrinsic motivation is related to the hedonic dimension acting as volunteers. Volunteering is associated with fun, developing interest, and satisfy one's expectations and curiosity. Intrinsic motivation is positively related to the concept of voluntary self and prosocial personality who are satisfied with volunteer

activities themselves (Gallarza et al, 2013). As a result, this research is using having fun, developing interests, and satisfying one's expectations and curiosity as indicators (Lee et al, 2014).

### **Personal Growth**

Personal growth contained increasing self-esteem with the help of the experience and finally, extrinsic rewards involved being motivated by free admissions, t-shirts, pins or similar giveaways (Bang & Chelladurai, 2009). The importance and need for volunteerism to get new perspectives and new experiences in life are other motivational factors for volunteerism called Personal Growth. People engage in voluntary activities in the purpose of exploring their new strengths, gathering new skills and knowledge to create important values for themselves. They explain that if a challenge or a task is provided for volunteers, it helps them to increase their self-confidence after successfully completing the challenge or task (Bang & Ross, 2009). This research is using explore new strengths, gathering new skills and create important values for themselves as indicators (Ranjan, 2016). Study by Hallmann (2012) found that personal growth had highest impact explaining volunteer's motivation. Added, Bang and Challedurai (2009) stated that experiences at sport mega event could be a great benefit for a person for personal growth through sharing, helping, learning, and teamwork.

### **Career Orientation**

Some people who are involved in volunteer activities have a goal to gain career experience and contact (Ranjan, 2016). Hence, Kemp (2002) mentioned learning experiences through

volunteering could increase the ability to find work in various job functions in many industries in the future. This research is using focus on gaining practical experience and preparing for a career in the future as indicators. Further, career orientation focused on earning experience by practising and enhancing skills for the career (Hallmann, 2012) hence, this study found that career orientation did not have a big influence. On the other hand, as Bang and Chelladurai (2009) argued that by joining as a volunteer at mega sport event could able to boost the resume due to the prestige image of the event.

### **Patriotism**

Volunteers are engaging in international sporting event different that other context of volunteering which drive by patriotism to help their country to run successfully an event and gain international prestige (Ranjan, 2016). Patriotism is one of the motives for volunteering which plays as an important role in applying a volunteer (Hallmaan, 2012). Patriotism can be seen as a concept analogous to a sense of nationalism. Individuals see themselves as part of a nation and nation as part of themselves; in other words, the individual and the nation are united into one psychological entity. Every person or individual has a tendency to organize or place themselves into different groupings based on birth affinity or based on their state. Feelings that are felt when having one nation that is the same as other people, the feeling they share with a group of people, regardless of one's status is their national identity (Lai et al, 2013). Based on Yang et al (2010), it shows that for those who have high permeability from self-borders and national focus, their

participation in events involving their own country becomes more positive when their patriotism increases. A stronger national identity is associated with greater voluntary motivation. Therefore, this study considers patriotism as a significant voluntary motivation for participating in large events. Especially the Asian Games and Asian Para Games is also to show the image of the state of Indonesia. The indicators that this research used are their sense of belonging to one nation, a feeling they share with a group of people and their national identity (Lee, 2014).

### **Gender Difference in Volunteering**

Studies investigating gender differences in volunteer motivations has been done which resulted in higher score for female than men (Papadakis et al. 2004, Chew and Pyun, 2015). The early theory by Eagly and Crowley (1986) stated that each gender has different ways on showing the volunteer motivation. Males tend to show the motivation into heroic roles, hence females into caring roles. Other studies, Geiser et al. (2014) male tended to be a volunteer in the lower level volunteering motivation than females. Downward et al. (2007) found that there are differences of males and females in sport participation. Female are likely to see volunteering in sport activity as a vehicle for enhancing identity and challenging the constraints in the working environment. While males likely seeing volunteer motivation in sport participation as association with the sport identity.

## **METHODOLOGY**

### **Research Design**

This research used quantitative research design with the population is volunteer in the sport tourism events are Asian Games and Asian Para Games 2018 held in Jakarta and Palembang, Indonesia with the status as a university student. A total of 338 respondents were replied the questionnaire. After checking for outliers, 8 questionnaires were removed and used 330 for further analysis.

### **Instrument Development**

The questionnaire consisted of two sections: the demographic questions and followed by the volunteer motivation questions. The Demographic questions were asked for gender, age and occupation. The volunteer motivation questions consist of 22 items measuring the five-volunteer motivation (Altruism, Intrinsic Motivation, Personal Growth, Career Orientation, and Patriotism). Each question measured by 5 Likert-scale ranging from strongly disagree (1) to strongly agree (5). The statements of individual items in volunteer motivation has been used in past studies by Lee et al, (2013); Bang & Ross (2009); Lee et al, (2014) and Ranjan (2016).

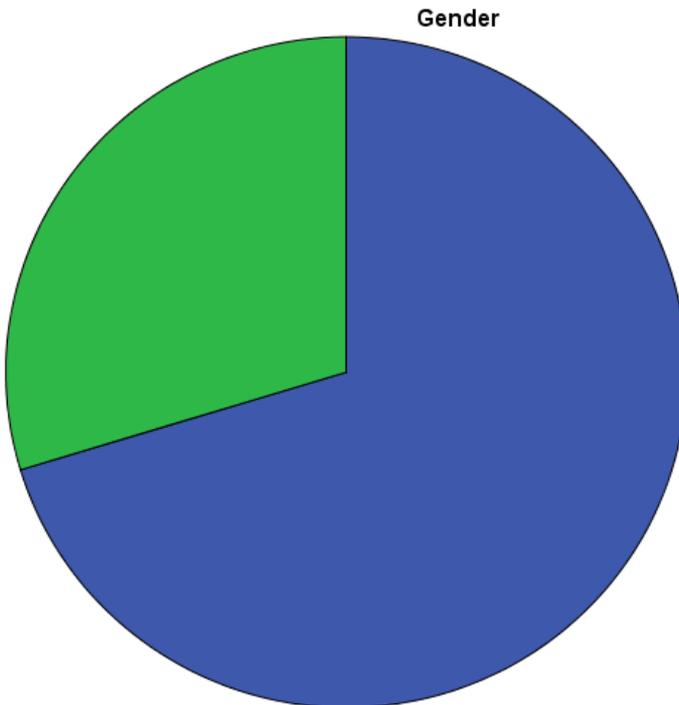
### **Data Analysis**

In this quantitative study which will be used statistical analyse to test the gender differences on volunteer motivation. All data analyses were conducted using Statistical Software by SPSS. The Descriptive statistics in the form of means and standard deviation for each item were employed. There are five volunteer

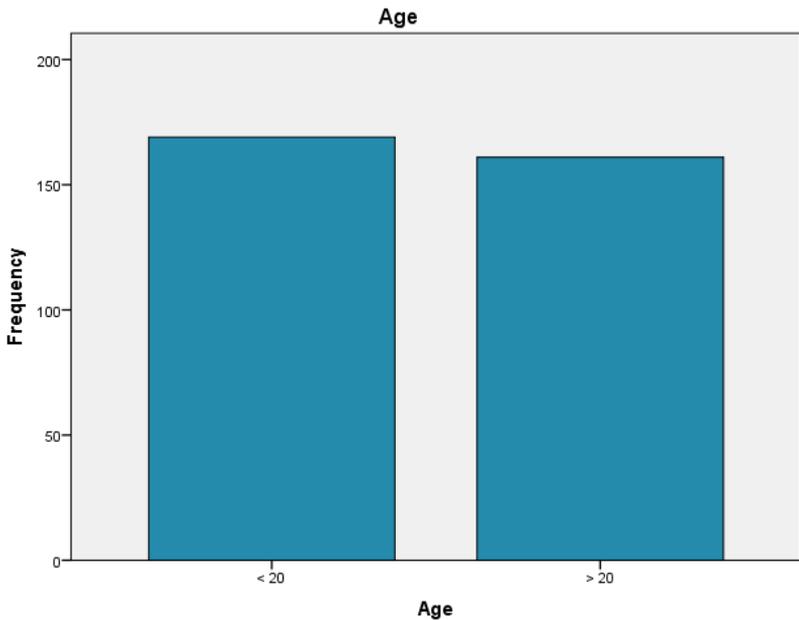
motivations factors used in this study (altruism, intrinsic motivation, personal growth, career orientation, and patriotism). An ANOVA table with the probability level of .05 and t-test were conducted test whether there is a significant gender difference for each of volunteer motivation. Further, mean score also analyse between males and females to see which is higher than the other.

## RESULTS

The respondents of this research composed of 70.3% (n=232) males and 29.7% (n=98) females. It can be concluded that majority of respondents in the sporting event voluntary are males as compared with females. The respondents categorize the age of below 20 years old 51.20% (n=169) and 20 years old and above 48.8% (n=161) see Figure 1 and Figure 2. In terms of age distribution, the age category is almost similar proportion between university student age below 20 years old and 20 years old and above. Using a convenience sampling method, an online questionnaire was sent to university students requesting for their voluntary motivation on sport tourism event.



**Figure1: Descriptive analysis based on gender**



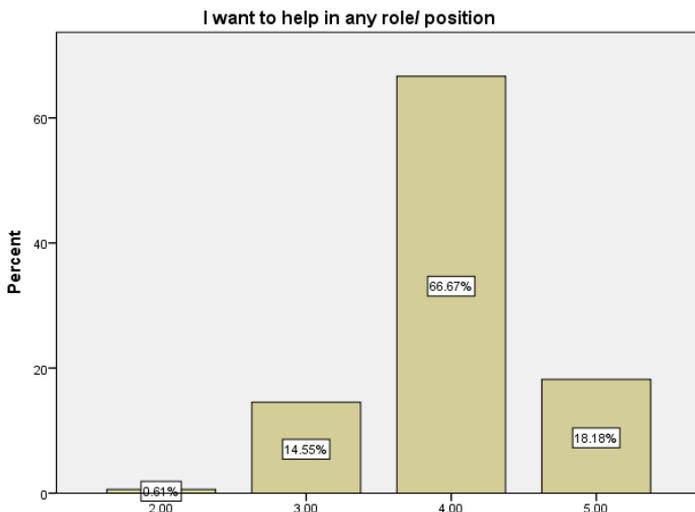
**Figure 2: Descriptive analysis based on age**

## **Descriptive Statistics**

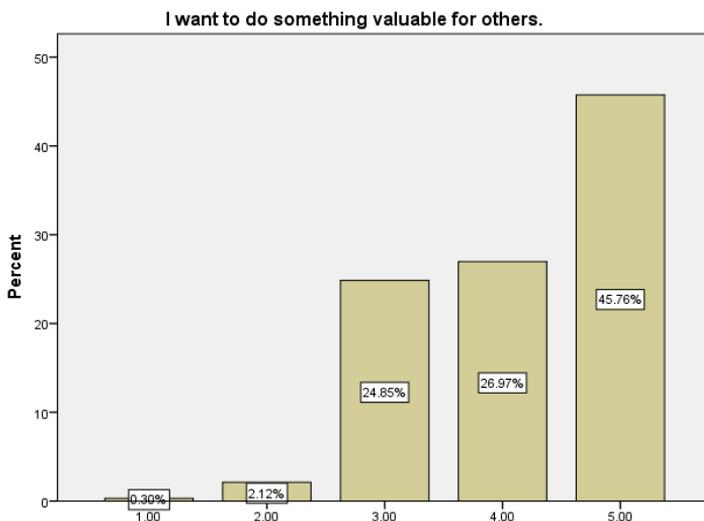
### **Altruism**

In Altruism factor consist of five statements. Majority of respondents agreed with the first statement of “I want to help in any role/position” with 66.67% followed by strongly agree with 18.18%. In the second statement of “I want to do something valuable for others” having the highest percentage of 45.67% is strongly agree. The statement of “I feel it is important to be able tp help others” has the highest percentage of 43.94% of agreeness. The statement, “I want to help make this event success” of 46.97% agreeness. Last statement, “Being a volunteer can create a better community environment” having

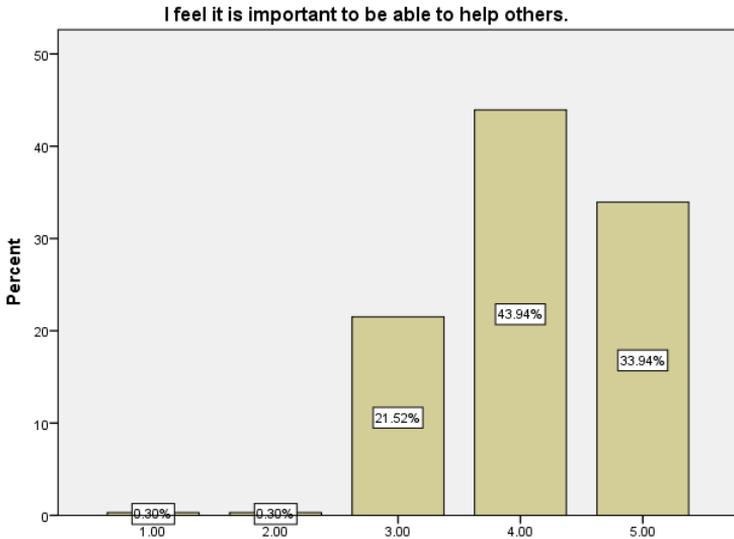
the highest percentage of both agree and strongly agree (39.70%) see Figure 3 until Figure 7.



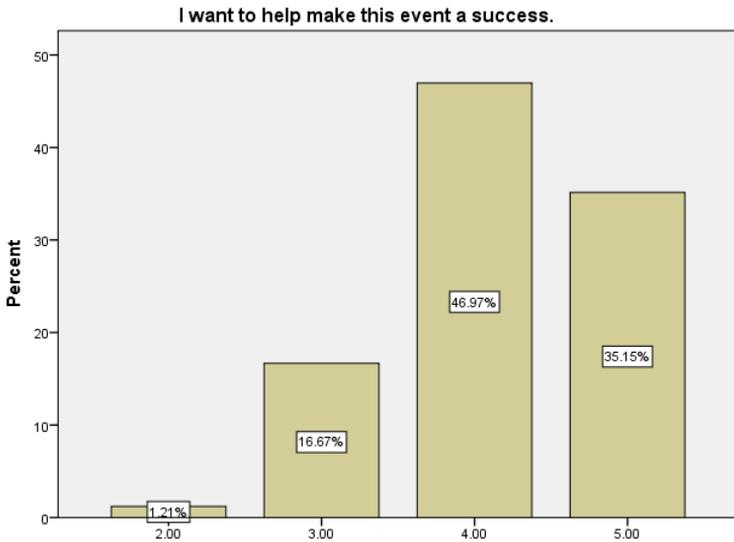
**Figure 3: Descriptive Statistic of 1<sup>st</sup> Statement in Altruism Variable**



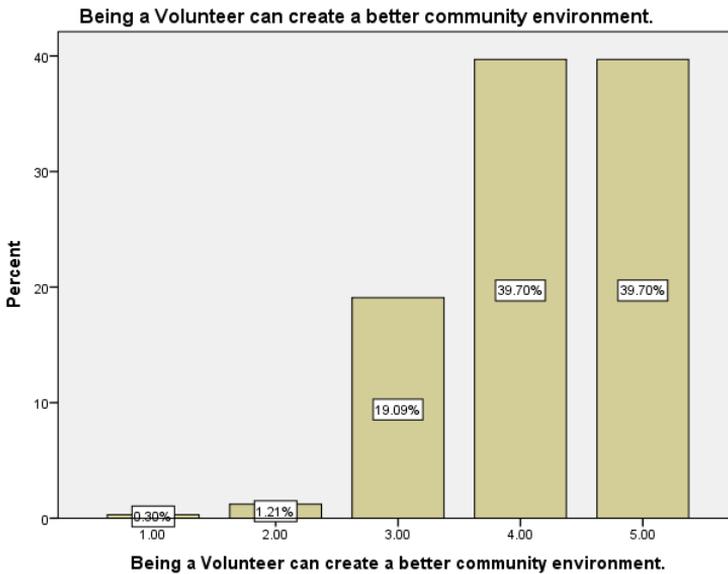
**Figure 4: Descriptive Statistic of 2<sup>nd</sup> Statement in Altruism Variable**



**Figure 5: Descriptive Statistic of 3<sup>rd</sup> Statement in Altruism Variable**



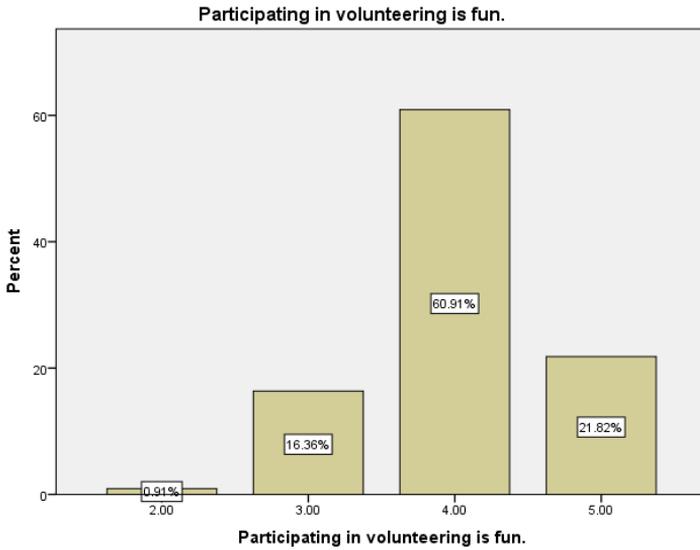
**Figure 6: Descriptive Statistic of 4<sup>th</sup> Statement in Altruism Variable**



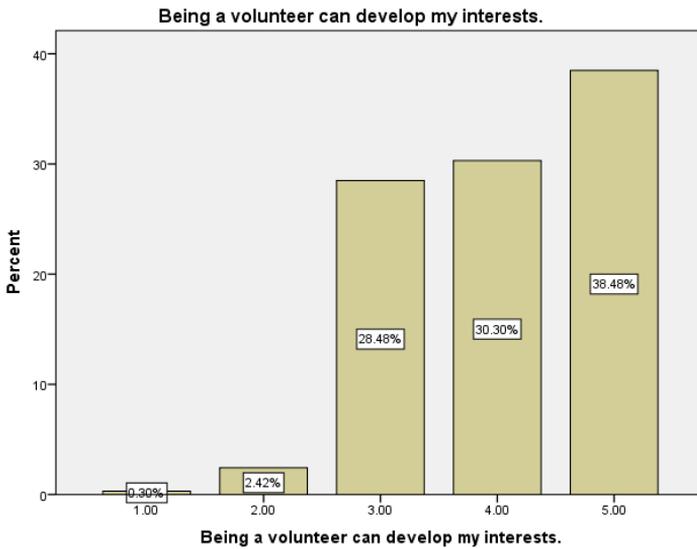
**Figure 7: Descriptive Statistic of 5<sup>th</sup> Statement in Altruism Variable**

### **Intrinsic Motivation**

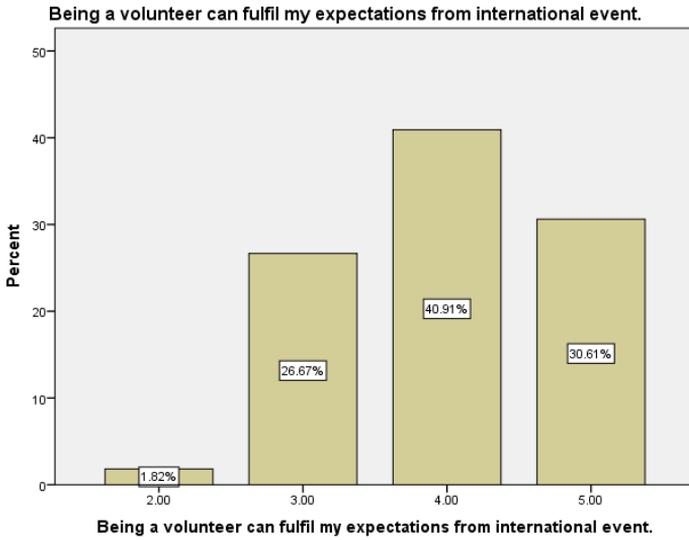
In Altruism factor consist of four statements. Majority of respondents agreed with the first statement of “Participating in volunteering is fun” with 60.91% In the second statement of “Being a volunteer can develop my interest” having the highest percentage of 38.48% is strongly agree. The statement of “Being a volunteer can fulfill my expectation from Internationall event” has the highest percentage of 40.91% of agreeness. The last statement, “Being a volunteer can fulfill my curiosity about International event” of 40.91% agreeness can be see from Figure 8 until Figure11.



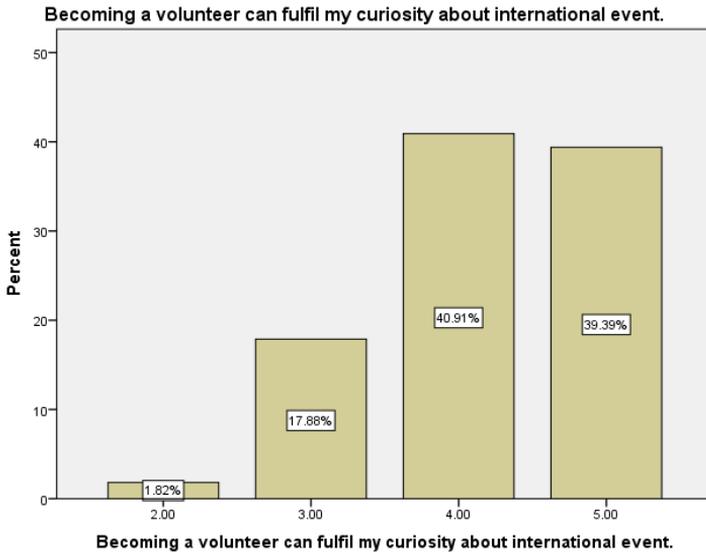
**Figure 8: Descriptive Statistic of 1<sup>st</sup> Statement in Intrinsic Motivation Variable**



**Figure 9: Descriptive Statistic of 2<sup>nd</sup> Statement in Intrinsic Motivation Variable**

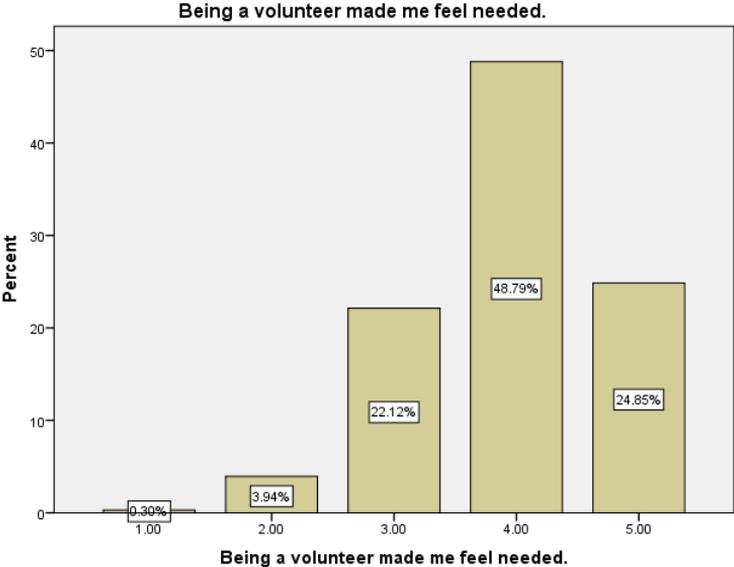


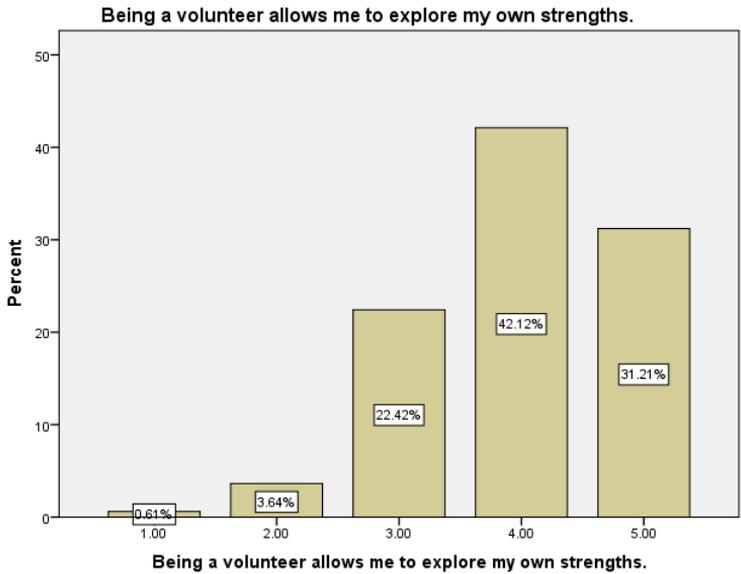
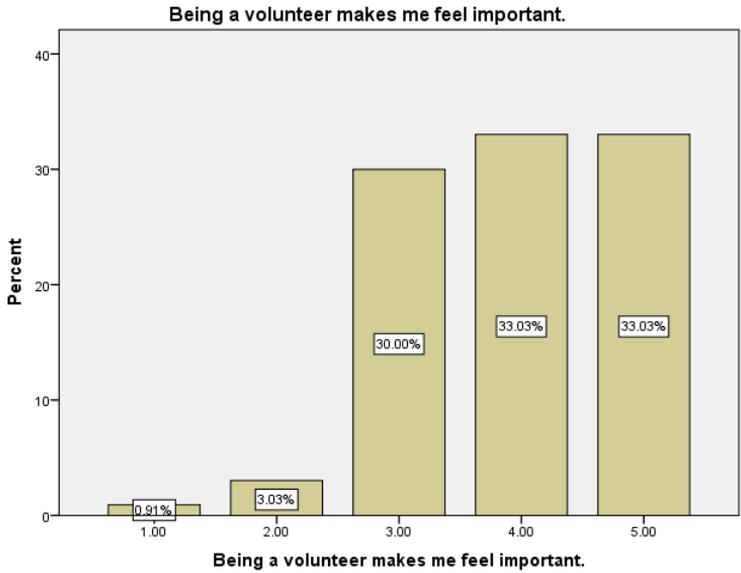
**Figure 10: Descriptive Statistic of 3<sup>th</sup> Statement in Intrinsic Motivation Variable**



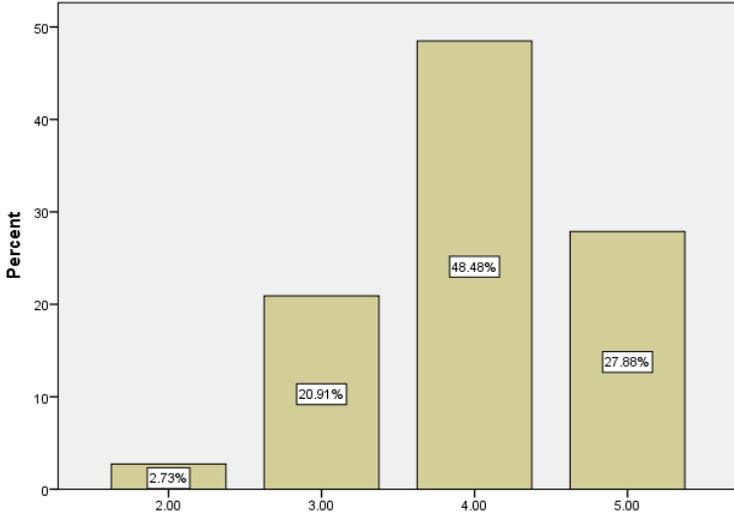
**Figure 11: Descriptive Statistic of 4<sup>th</sup> Statement in Intrinsic Motivation Variable**

# Personal Growth



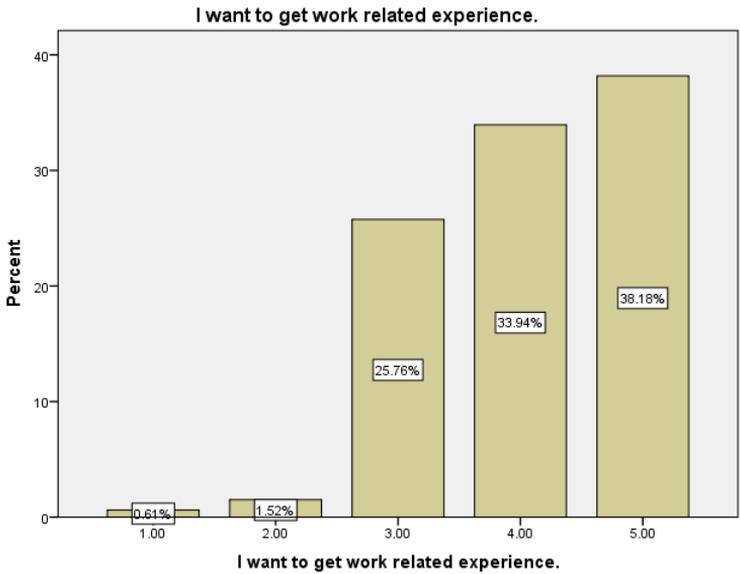
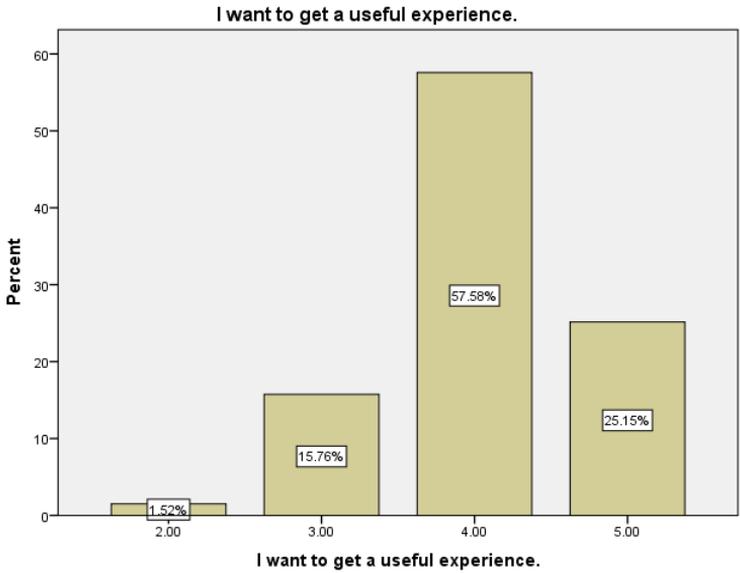


**Being a volunteer allows me to get a new perspective on various things.**

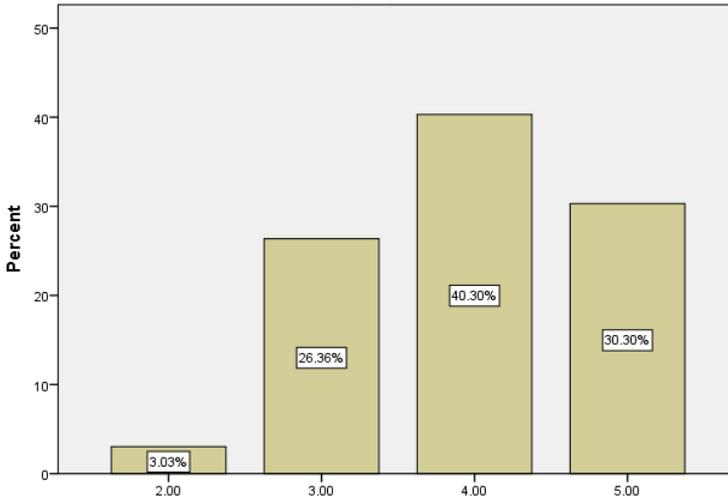


**Being a volunteer allows me to get a new perspective on various things.**

## Career Orientation

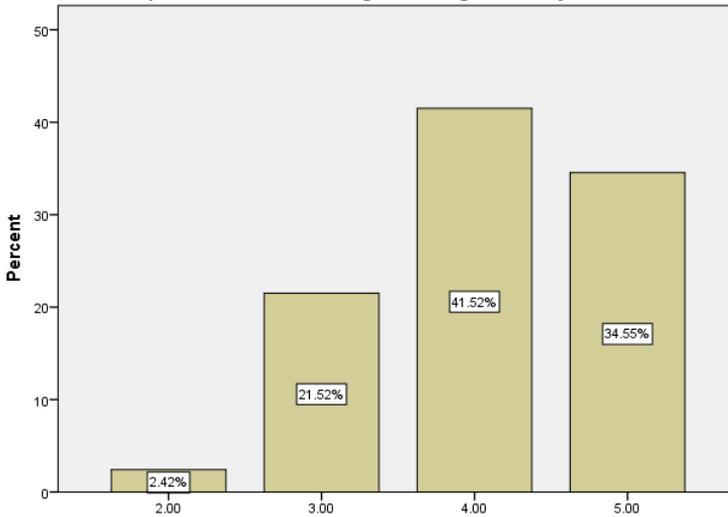


**I can make new contacts that can help my business and career for the future.**

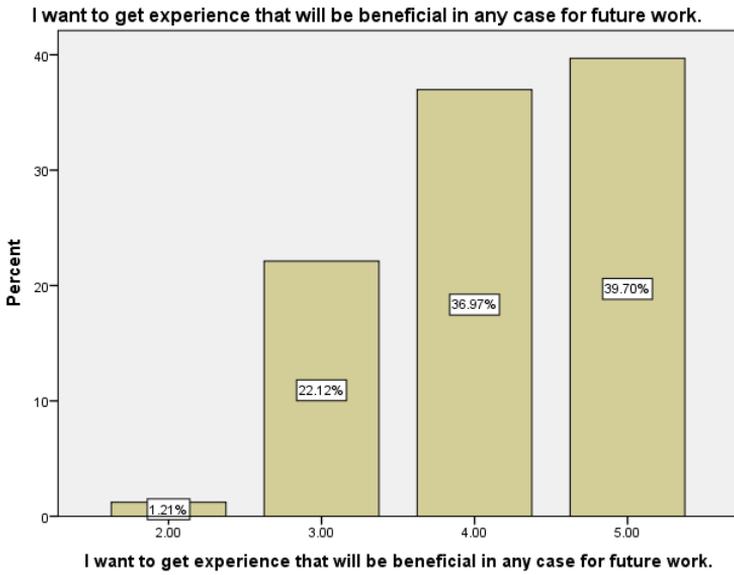


**I can make new contacts that can help my business and career for the future.**

**The experience of volunteering will look good on my resume.**

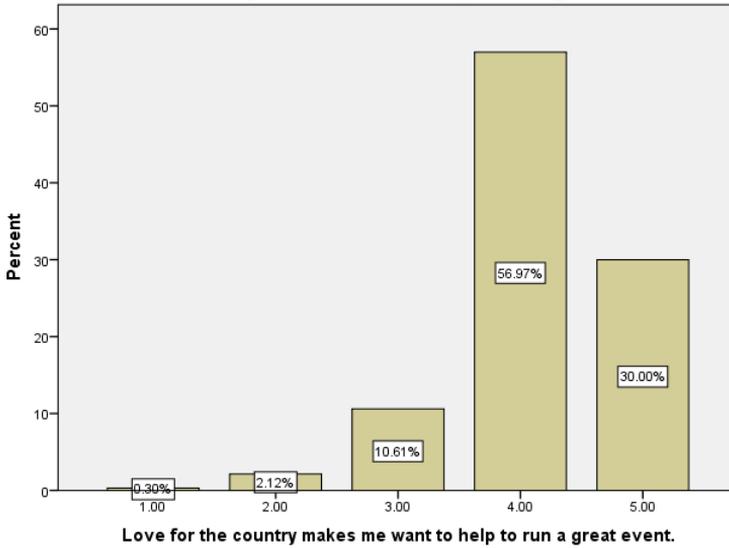


**The experience of volunteering will look good on my resume.**

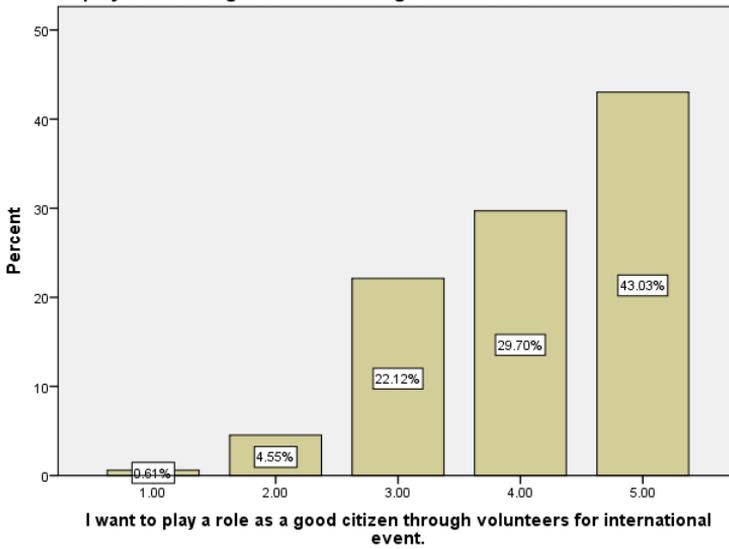


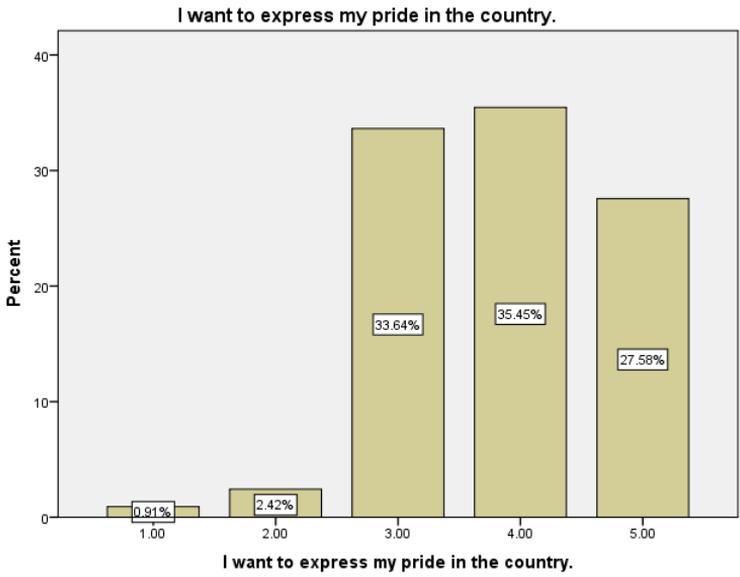
Patriotism

Love for the country makes me want to help to run a great event.



I want to play a role as a good citizen through volunteers for international event.





The univariate analysis indicated that there were significant gender differences in two of five volunteer motivation. The result showed that there are differences in male and female volunteer motivations (intrinsic motivation and personal growth) specifically in Asian Games and Asian Para Games 2018 can be seen in Table 2 and 3. Hence, based on mean score in all volunteer motivation factors, males have higher mean score than female. This might due to the larger samples on males as compared to females.

**Table 1**  
**Group Statistics Per Variable**

|    |         |     |      | Std.      | Std. Error |
|----|---------|-----|------|-----------|------------|
|    | Gender  | N   | Mean | Deviation | Mean       |
| AL | Males   | 232 | 4.14 | .374      | .024       |
|    | Females | 98  | 4.06 | .427      | .043       |
| IM | Males   | 232 | 4.10 | .402      | .026       |
|    | Females | 98  | 3.96 | .467      | .047       |
| PG | Males   | 232 | 4.00 | .418      | .027       |
|    | Females | 98  | 3.89 | .510      | .051       |

|    |         |     |      |      |      |
|----|---------|-----|------|------|------|
| CO | Males   | 232 | 4.08 | .409 | .026 |
|    | Females | 98  | 4.03 | .420 | .042 |
| PA | Males   | 232 | 4.05 | .533 | .035 |
|    | Females | 98  | 4.00 | .546 | .055 |

**Table 2**  
**Difference between gender in importance of Volunteer**  
**Motivation to Sport Tourism Event**

|                             | t    | df     | Sig. (2-tailed) |
|-----------------------------|------|--------|-----------------|
| AL Equal variances assumed  | 1.67 | 328    | .095            |
| Equal variances not assumed | 1.58 | 162.91 | .114            |
| IM Equal variances assumed  | 2.88 | 328    | .00             |
| Equal variances not assumed | 2.72 | 160.76 | .00             |
| PG Equal variances assumed  | 1.99 | 328    | .04             |
| Equal variances not assumed | 1.84 | 154.73 | .06             |
| CO Equal variances assumed  | .90  | 328    | .36             |
| Equal variances not assumed | .89  | 178.17 | .37             |
| PA Equal variances assumed  | .78  | 328    | .43             |
| Equal variances not assumed | .77  | 178.72 | .44             |

### **Analysis Altruism between Male and Female**

The result can be seen in Table 2 this study used *equal variances assumed* for the t-test. For Volunteer Motivation factors, the first is Altruism. In this factor, the result is, there is no significant difference between male and female in being a volunteer motivation in sporting tourism event ( $t=1.67$ ,  $p=.095$ ).

The result of mean in Table 3 shows that the mean score of males (Mean = 4.14, SD = .374) is higher than the mean score of females (Mean = 4.06, SD = .427).

### **Analysis Intrinsic Motivation between Male and Female**

The result can be seen in Table 2 this study used *equal variances assumed* for the t-test. For Volunteer Motivation factors, the second is Intrinsic Motivation. In this factor, the result is, there is a significant difference between male and female in being a volunteer motivation in sporting tourism event ( $t=2.88$ ,  $p=.00$ ). The result of mean in Table 3 shows that the mean score of males (Mean = 4.10, SD = .402) is higher than the mean score of females (Mean = 3.96, SD = .467).

### **Analysis Personal Growth between Male and Female**

The result can be seen in Table 2 this study used *equal variances assumed* for the t-test. For Volunteer Motivation factors, the third factor is Personal Growth. In this factor, the result is, there is a significant difference between male and female in being a volunteer motivation in sporting tourism event ( $t=1.99$ ,  $p=.04$ ). The result of mean in Table 3 shows that the mean score of males (Mean = 4.00, SD = .418) is higher than the mean score of females (Mean = 3.89, SD = .510).

### **Analysis Career Orientation between Male and Female**

The result can be seen in Table 2 this study used *equal variances assumed* for the t-test. For Volunteer Motivation factors, the fourth is Career Orientation. In this factor, the result

is, there is no significant difference between male and female in being a volunteer motivation in sporting tourism event ( $t=.90$ ,  $p=.36$ ). The result of mean in Table 3 shows that the mean score of males (Mean = 4.08, SD = .409) is higher than the mean score of females (Mean = 4.03, SD = .420).

### **Analysis Patriotism between Male and Female**

The result can be seen in Table 2 this study used *equal variances assumed* for the t-test. For Volunteer Motivation factors, the second is Intrinsic Motivation. In this factor, the result is, there is a significant difference between male and female in being a volunteer motivation in sporting tourism event ( $t=.78$ ,  $p=.43$ ). The result of mean in Table 3 shows that the mean score of males (Mean = 4.05, SD = .533) is higher than the mean score of females (Mean = 4.00, SD = .546).

## **DISCUSSION**

## References

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