

A Study of Job Satisfaction, Perceived Value and Re-participation Intention of Volunteers in Tennis Sports Event

Chih-Peng, Tsai

Education Department of sport, National Changhua University
Taiwan, R. O. C
Email: monkey1690 [AT] yahoo.com.tw

ABSTRACT—*The purpose of this study is to analyze the job satisfaction, perceived value and re-participation willingness of college students' in tennis sports games. The survey was based on the college students who had participated in the service of National Games and tour tennis match. The survey was carried out by post, and 320 valid questionnaires were collected. After statistical analysis of the questionnaire data, this study finds that: 1. in terms of job satisfaction the harmonious along with volunteer partners is the highest in college students 2. "job satisfaction" and "perceived value" have a predictive effect on "re-participation willingness" in college students. Based on the above findings, this study will not only provide specific suggestions for future volunteer service in mega-sport event, but also provide directions for future research.*

Keywords—job satisfaction, perceived value, volunteers, sport event, re-participation willingness

1. INTRODUCTION

1.1 Motivation

Volunteer service is the trend of the world, and the trend of volunteers in sports competitions has been developing in recent years. Taking Olympic Games and World Cup as an example, many volunteers' participation and input will save large amounts of personnel expenses for the conference. The sports events which has not received the sponsorship of the manufacturer and the ticket income can also show the economic benefits of the volunteers. The study of sports event volunteers mostly focuses on volunteer motivation [1] and job satisfaction [2]; and in the days after the volunteers will continue to engage in service, is more of a "commitment" or "organizational commitment" [3,4] and other factors to measure. In the aspect of related research, Millette and Gagn (2008) study volunteer motivation, satisfaction and performance, which is found in one of the volunteer job satisfaction situation, will affect its intention to leave a volunteer [5]. According to the above analysis, the research job of the sports event volunteers to meet the situation has its own importance, but then can continue to understand the perceived value, and willingness to participate, can help after the Games in the important basis for the recruitment of volunteers. Therefore, this study analyzes the volunteer behavior of college students who participated in the sports events, hoping to provide reference for practice and future researchers.

1.2 Purpose

1.2.1 Understanding the most satisfactory job satisfaction item of college students in volunteer service.

1.2.2 Understanding the job satisfaction factors of the most predict college students' perceived value and re-participate willingness in volunteer service.

1.2.3 Understanding the perceived value items of the most predict college students re-participate willingness in volunteer service.

2. LITERATURE REVIEW

2.1 Job satisfaction

Job satisfaction is a kind of attitude to job, is a complex of beliefs, feelings and behavior orientation [6]. Spector (1985) pointed out that the main factors concerned with the service industry employees job satisfaction [7]: salary, promotion, interpersonal relationship, welfare, reward, work, communication satisfaction degree. Seibert (2001) defined as hidden factors in job satisfaction work itself if, by workers themselves influence on subjective evaluation of the expectation, which is compared with the level of job satisfaction in workers will work done with goals or expectations in subjective evaluation, generated inside the heart feel [8]. Price and Mueller (1981) thinks that workers can feel and evaluate their work from different aspects, including work content or work characteristics, feelings and emotional reactions, also known as job satisfaction [9]. Individual job satisfaction is for work, life and the related factors which hold different attitudes, if job satisfaction is high, said to hold a more positive attitude [10,11,12], this kind of feeling and subjective needs associated with cognitive. Job satisfaction is related to turnover intention. Choi, Cheung, and Pang, (2013) points out that past studies have found that most job satisfaction is negatively correlated with turnover behavior,

while job satisfaction factors include nursing professionalism, interpersonal relationships among colleagues, management methods, human resources and so on [13].

2.2 Perceived value

Perceived value is a very important variable in consumer behavior research. It is usually used to understand customers' feelings after consumption, and has been widely applied in tourism and leisure research in recent years. Zeithaml (1988) thinks that perceived value is based on the part of consumers' perceived and paid parts, which is used to evaluate the utility of the product, and the concept of value can be divided into four points [14]: 1. Low price: the most important part of the value of the customer's heart is the price. 2. Value is what I want in the product: to show whether it can be satisfied by a subjective demand from consumption. The 3 value is that the price I pay is the same as the quality I get: value is an exchange between pay and gain. 4, value is what I pay for what I get: this view means that when customers describe the value, they consider all relevant payments and all relevant conclusions and conclusions. Côté and Morgan (2002) study on the job satisfaction and turnover intention relationship, with its 111 workers as the object, the results found that job satisfaction has significant effect [15]. In terms of related volunteer research, Millette and Gagne (2008) studies volunteers' motivation, satisfaction and performance [5]. One result is that volunteers' job satisfaction will affect their intention to leave volunteers. This study is to infer according to the above results, the volunteer job satisfaction will affect their willingness to participate in the day after.

2.3 Re-participation

Then the re-participation willingness, a very important variable in consumer behavior research, usually is to understand the consumer repurchase willingness, but in recent years, is widely used in the study of tourism and leisure, usually to revisit intention analysis. Huang and Han (2010) explore the participating motivation and continual service desires among the Red Cross Society's Lifeguard Volunteers at Taipei County, result find that five elements in participating motivation and personal benefit in continuous serving intention, other elements were significantly related to the research. The variables of continuous serving intention explained about 16% forecast. Each individual variable showed that "Self-improvement" was the key to the participation and motivation of continuous servicing [16]. Chang Liao (2011) study college students Volunteers' participation work satisfaction, perceived value and re-participation willingness in the 2009 World Sport Games, result found that work satisfaction, volunteers saw participation in the tournament as a most satisfying volunteer service: "ability to get along well with partners, mutual support with volunteer partners, and feeling joy from helping others;" volunteers' work satisfaction positively influenced their perceived value and re-participation willingness [17]. Volunteers' perceived value positively influenced their re-participation willingness. Chang Liao (2012) study college students Volunteers' participation work satisfaction, perceived value and re-participation willingness in the 2011 Taiwan National Games, result found that volunteers saw participation in the tournament as a most satisfying volunteer service: "get along with will partner volunteers' harmoniously;" There is powerful predicted on re-participation willingness is flow experience, work satisfaction, perceived value [18].

3. METHODOLOGY

3.1. Subject and Sampling

This research object is a college student volunteer who participated in the national tennis tournament and professional tennis tournament. In this study, a total of 350 questionnaires were mailed, with a total 322 of the questionnaire, after deducted 2 questionnaires with incomplete fill and answer, 320 valid questionnaires were collected in this study.

3.2. Questionnaire

The research questionnaire for the first part of the "volunteer job satisfaction scale", a total of 17 questions; mainly refer to Farrell, Johnston, and Twynam (1998) [2] of sports event volunteers job satisfaction research as well as the Roseanna and Guzley (2001) developed volunteers' satisfaction index [19]. The main items in the content, to understand the general assembly for volunteer training and welfare system meet the content of the job satisfaction, and satisfaction and interpersonal interaction. The second part is the "perceived value scale of volunteer service". There are 3 questions in this part of the scale, which mainly refers to the definition of perceived value in consumer behavior. According to Cronon, Brady, and Hult (2000) pointed out that perceived value usually refers to the sacrifice that consumers pay for obtaining products or services, such as money and non-money. In terms of money, for a product or service, money is not sacrificed for the product, but also for the spirit of a product or service [20]. The fourth part is "volunteer participation scale" scale. There are 4 questions in this scale. The main part of this scale is drawn from the concept of behavioral intention of sightseeing tour, mainly based on the destination intention study of Chen and Tsai [21]. The above three scales were measured by Likert 5 point scale. They were given 1 to 5 scores from "very agree", "agree", "normal", "disagree" and "very disagree", respectively. The fourth part is personal background variables, including gender, University category, grade, volunteer service experience, and volunteer service times in sports competitions.

3.3. Data Analysis

The effective questionnaires were statistically analyzed by SPSS For Windows 21. The analysis steps included: 1. the reliability and validity of the research scale were constructed by exploratory factor analysis and Cronbach alpha reliability test. 2. use the frequency distribution to analyze college students' personal background changes and job satisfaction. 3. the predictability of "job satisfaction" and "perceived value" to "re-participation willingness" were analyzed by multiple regression.

3.4 Analysis of the reliability and validity

3.4.1 Validity analysis

In this study, Kaiser-Meyer-Olkin analysis was performed before factor analysis. The result showed that the KMO value was .92, which was close to 1, indicating that the sampling was correct. In addition, the exploratory factor analysis, this scale is to extract the four factors, each factor according to the item characteristics and relative research were named "help and self-affirmation", "good interpersonal interaction", "good welfare" and "others appreciation and affirmation" of other factors, the scale of cumulative variation the amount is 68.28.

Table1 Summary of validity analysis of volunteer job satisfaction scale

Items	Help and self-affirmation	Good interpersonal interaction	Good welfare	Others appreciation and affirmation
7. Let me feel the happiness of helping people	.80			
6. Feel self-affirmative	.73			
5. It is meaningful feel the service of volunteers	.71			
8. give me a positive affirmation	.60			
16. Let me get a sense of achievement	.59			
2. Get to know each other with the volunteers		.86		
1. Harmonious along with volunteer partners		.77		
3. Support each other with volunteer partners		.75		
4. Let me make a good friend		.56		
14. Provide good welfare measures			.88	
13. Provide good incentives			.86	
15. Provide good living measures			.82	
17. Let me be full of confidence in my future job			.78	
9. Many people admired my service.				.80
10. Friends and relatives have given me an affirmati				.69
11. training let me to make full use of my skills				.64
12. High autonomy for volunteers to job				.57
Eigenvalues	3.29	2.88	2.84	2.77
Variance	19.36	16.95	16.70	16.27
Cumulative variance	19.36	36.30	53.01	69.28

3.4.2 Reliability validity analysis

The results of the analysis showed that the "job satisfaction scale" was .93, the "perceived value scale" was .89, and the "re-participation willingness scale" was .92. The results show that the scale of this study has a high degree of reliability.

4. RESULT

4.1. The effective sample characteristics analysis

Of the 320 effective samples, 180 (56.6%) were male and 138 (43.4%) were female. In the category of universities, the technical and vocational colleges are 146 (46.6%), and the university is 167 (52.2%). In grade, 52(16.4%) is freshman, 165(51.9%) is sophomore, 94(29.6%) is junior, and 7(2.2%) is senior. In the experience of volunteer service, there were 238(75.3%) experienced people and 78(24.7%) people with no volunteer experience. In terms of the number of volunteer services in sports event, the number of people who served 1 times was the largest, accounting for 71(39.9%) people; followed by 2 times, 46(25.8%) people, followed by 3 times service, 29(16.3%) people, 5 times 8(4.5%), and more than 6 times is 17 people.

4.2 Analysis of job satisfaction

The results of the analysis showed that with effective sample of volunteers "job satisfaction" item average score ranking, the five highest: "harmonious along with volunteer partners" (M=4.13, SD=.71), "Let me feel the happiness of helping people" (M=4.02, SD=.79), support each other with volunteer partners "(M=3.99, SD=.78)," Get to know each other with the volunteers "(M=3.92, SD=.73), and" it is meaningful to feel the service of volunteers "(M= 3.88, SD=.79).

Table2 Analysis job satisfaction of college students

Items	Mean	SD
1. Harmonious along with volunteer partners	4.13	.71
7. Let me feel the happiness of helping people	4.02	.79
3. Support each other with volunteer partners	3.99	.78
2. Get to know each other with the volunteers	3.92	.74
5. It is meaningful to feel the service of volunteers	3.88	.79
6. Feel self-affirmative	3.83	.77
8. Both the player and the audience give me a positive affirmation	3.82	.78
10. Friends and relatives have given me an affirmation	3.78	.77
12. High autonomy for volunteers to job	3.75	.82
4. Let me make a good friend	3.73	.85
16. Let me get a sense of achievement	3.73	.77
9. Many people admired my service.	3.72	.78
11. Education and training allow me to make full use of my skills	3.66	.82
17. Let me be full of confidence in my future job	3.63	.77
14. Provide good welfare measures	3.43	.89
13. Provide good incentives	3.41	.89
15. Provide good living measures	3.31	1.02

4.3. Regression analysis of job satisfaction on perceived value and re-participation willingness

4.3.1 Regression analysis of job satisfaction on perceived value

From table 3 shows the results of the analysis, this research use job satisfaction the 4 factors as predictors, "perceived value" factors for dependent variable, and adopt enter method of regression analysis to analysis, the result found that "help and self-affirmation" ($t=5.16$, $p<.05$), "good welfare" ($t=9.15$, $p<.05$) and "others appreciation and affirmation" ($t=3.82$, $p<.05$) three factors have predictive power, can predict college students' volunteer service of "perceived value" reach to 58% in sport event.

Table3 Regression analysis of job satisfaction on perceived value

Variables	B	Std. Error	Beta	t 值	Sig
help and self-affirmation	.28	.05	.29	5.16*	.000
good interpersonal interaction	.06	.09	.03	.66	.511
good welfare	.55	.06	.39	9.15*	.000
others appreciation and affirmation	.29	.08	.21	3.82*	.000

R =.76 R²=.58 adjusted R²=.58 F=110.72*

a.* $p<.05$, b. Dependent variable: perceived value

4.3.2 Regression analysis of job satisfaction on re-participation willingness

Table4 Regression analysis of job satisfaction on perceived value

Variables	B	Std. Error	Beta	t 值	Sig
help and self-affirmation	.50	.62	.51	8.01*	.000
good interpersonal interaction	-.08	.10	-.04	-.76	.744
good welfare	.25	.07	.17	3.62*	.000
others appreciation and affirmation	.20	.09	.14	2.25*	.025

R =.69 R²=.48 adjusted R²=.48 F=73.22*

a.* $p<.05$, b. Dependent variable: re-participation willingness

From table 4 shows the results of the analysis, this research use job satisfaction the 4 factors as predictors, "re-participation willingness" factors for dependent variable, and adopt enter method of regression analysis to analysis, the result found that "help and self-affirmation" ($t=8.01$, $p<.05$), "good welfare" ($t=3.62$, $p<.05$) and "others appreciation and affirmation" ($t=2.25$, $p<.05$) three factors have predictive power, can predict college students' volunteer service of "re-participation willingness" reach to 48% in sport event.

4.3.3 Regression analysis of perceived value on re-participation willingness

From table 5 shows the results of the analysis, this research use perceived value the 3 items as predictors, "re-participation willingness" factors for dependent variable, and adopt enter method of regression analysis to analysis, the result found that " it is worthwhile to spend money on volunteer service" ($t=10.64$, $p<.05$), " it is worthwhile to spend money on volunteer service " ($t=11.02$, $p<.05$) and " It is worthwhile to spend energy on volunteer service " ($t=8.54$, $p<.05$) three factors have predictive power, can predict college students' volunteer service of "re-participation willingness" reach to 90% in sport event.

Table5 Regression analysis of perceived value on re-participation willingness

Variables	B	Std. Error	Beta	t 值	Sig
It is worthwhile to spend money	1.45	.14	.34	10.64*	.000
It is worthwhile to spend time	1.62	.15	.38	11.02*	.000
It is worthwhile to spend energy	1.23	.14	.30	8.54*	.000
R =.95 R ² =.90 adjusted R ² =.90 F=932.14*					

a.* $p<.05$, b. Dependent variable: re-participation willingness

5. CONCLUSION AND SUGGESTION

5.1. Conclusion

5.1.1 Analysis of Job Satisfaction

The result of the analysis shows that volunteers are satisfied with their responsibilities in the sports events, mainly from the good communication and interaction with volunteers, and the most important is mutual support, so that they can be satisfied in the volunteer service. Though volunteers are not paid, it can be found that in comparison with the above studies [7,9,10,13], interpersonal relationship is the motive force to maintain employees' work in the workplace, and the relative enthusiasm for their services is also very high.

5.1.2 Analysis of job satisfaction on perceived value

The results showed that college students volunteer in the tournament in the process of voluntary service, which help people feel happy, think it is meaningful to volunteer, certainly regardless of self or others to give, plus a sense of achievement, so when the college students volunteer service job satisfaction is high, for the future of sport events volunteer participation will the higher. It is also found that games organized units to provide the benefits, rewards and improve life for college students in the future, games volunteers will also have the effect of prediction. Therefore, from the above results, it is obvious that volunteers have a high degree of job satisfaction. They will take a positive attitude towards volunteering service. This finding is the same as related research [10,11,12,15].

5.1.3 Analysis of perceived value on re-participation willingness

The analysis found that when college students volunteered, they thought it would be worthwhile to spend money, spend time and think that they put their physical strength into sport events service. It has a significant prediction effect on whether they will continue to participate in sports events in the future. Based on the above findings, college volunteers can feel highly satisfied with their work in the process of volunteering service, and their willingness to volunteer in the future is also higher [16,17,18].

5.2 Implication

5.2.1 The student volunteers in the job satisfaction, is based on "interaction with others", so according to the above results, the future mega-sport events in the recruitment of volunteers, the job can meet the reason for recruitment of volunteers for the promotion of the basis, and promote college students to participate in volunteer service willingness.

5.2.2 The researchers also found that college students volunteer is different from the past they are very concerned about the meeting of "welfare measures". So, for the following unit to handle the large competitions, provide perfect welfare measures, strengthen the food, clothing, shelter, education, recreation, etc., can attract students to actively participate, and let them have a high degree of job satisfaction.

5.2.3 The results of this study found that volunteers' of "job satisfaction" and "perceived value" had a predictive effect on re-participation volunteers service. Therefore, the planning of the future sport events will be necessary in planning the job items of volunteers, except for the necessary training. Because they feel satisfied with their job in volunteer service, then they will feel the service for volunteers. It is worth paying for time, money and energy. If they want to recruit them again, their willingness will be higher.

5.2.4 It is suggested that the follow-up researchers can refer to the relevant research in the study of the volunteer behavior in the sport events, and incorporate the above variables into the research design. In addition, this study also suggests that follow up researchers can refer to the framejob of this research to continue the research of volunteers' behavior in different sport. In addition, we can refer to the relevant literature to add variables to make the study of volunteers' behavior more complete and substantial.

6. REFERENCES

- [1] Fairley, S., Kellett, P., and Green, B. C. Volunteering abroad: Motives for travel to volunteer at the Athens Olympic Games. *Journal of Sport Management*, 2007, 21:41-57.
- [2] Farrell, J.M., Johnston, M.E., and Twynam, G. D. Volunteer motivation, satisfaction, and management at an elite sporting competition. *Journal of Sport Management*, 1998, 12: 288-300.
- [3] Cuskelly, G., and Boag, A. Organization commitment as a predictor of committee member turnover among volunteer sport administrators: Result of a time-lagged study. *Sport Management Review*, 2001:4, 65-86.
- [4] Cuskelly, G., McIntyre, N., and Boag, A. A longitudinal study of the development of organization commitment amongst volunteer sport administrators. *Journal of Sport Management*, 1998,12:181-202.
- [5] Millette, V., and Gagné, M. Designing volunteers' tasks to maximize motivation, satisfaction and performance: The impact of job characteristics on volunteer engagement. *Motivation and Emotion*, 2008, 32(1): 11-22.
- [6] Organ, D. and Bateman, T. *Organizational behavior*. Homewood, IL and Boston, MA: Irwin, 1991.
- [7] Spector, P. E. Measurement of human service staff satisfaction: development of the job satisfaction survey. *American journal of community psychology*, 1985, 13(6): 693-713.
- [8] Seibert, J S. and Kraimer, M. L. The five factor models of personality and career success. *Journal of vocational behavior*, 2001, 58:1-21.
- [9] Price, J. L., and Mueller, C. W. A causal model of turnover for nurses. *Academy of Management Journal*, 1981, 24 (3): 543-565
- [10] Zhao, X. W., Sun, T., Cao, Q. R., Li, C., Duan, X. J., Fan, L. H., and Li, Y. The impact of quality of work life on job embeddedness and affective commitment and their co- effect on turnover intention of nurses. *Journal of Clinical Nursing*, 2012, 22: 780-788.
- [11] Lee, H. W., and Liu, C. H. An examination of factors affecting repatriates, turnover intentions. *International Journal of Manpower*, 2006, 28: 122-134.
- [12] Robbins, S. P. *Organizational Behavior* (9th ed.). New York : Prentice-Hall Inc, 2001.
- [13] Choi, S. P. P., Cheung, K., and Pang, S. M. C. Attributes of nursing work environment as predictors of registered nurses, job satisfaction and intention to leave. *Journal of Nursing Management*, 2013, 21:429-439.
- [14] Ziethaml, V. A. Consumer perceptions of price, quality and value: A Means-End Model and synthesis of evidence. *Journal of Marketing*, 1988,52(July): 2-22.
- [15] Côté, S., and Morgan, L. M. A longitudinal analysis of the association between emotion regulation, job satisfaction, and intentions to quit. *Journal of Organizational Behavior*, 2002, 23:947-962.
- [16] Huang, C. J., and Han, T. W. Service desires among the Red Cross Society's Lifeguard Volunteers-A Case of Taipei County Chapter. *Journal of Taipei City University*, 2010, 41(1): 1-25. (Chinese)
- [17] Chang Liao, L. C. Relationships between the College Students Volunteers' Participation Flow Experience, Work satisfaction, Perceived Value and Re-participation Willingness in the 2011 National Games. *Journal of Leisure and Recreation Industry Management*, 2012, 5(1):65-79. (Chinese)
- [18] Chang Liao, Li. Chu. Relationships between the Volunteers' Participation Motivation, Work satisfaction, Perceived Value and Re-participation Willingness in the 2009 World Games. *Journal of Leisure and Recreation Industry Management*, 2011, 4(3):64-81. (Chinese)
- [19] Roseanna, Galindo-Kuhn, and Guzley, R. M. The volunteer satisfaction index: Construct definition, measurement, development, and validation. *Journal of Social Service Research*, 2001, 28(1): 45-68.
- [20] Cronin, J. J. JR., Brady, M. K., and Hult, G. T. M. Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environment. *Journal of Retailing*, 2000, 76: 193-218.
- [21] Chen, C. H., and Tsai, D. C. How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 2007, 28: 1115-1122.