



UNIVERSITI PUTRA MALAYSIA

***RELATIONSHIP BETWEEN MOTIVATION, BELIEF AND INTENTION,
AND PARTICIPATION IN VOLUNTEERISM AMONG YOUTH IN
MALAYSIA***

NUR AISHAH HAMIZAH BINTI ABDULLAH SAHIMI

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IN VOLUNTEERISM AMONG YOUTH IN MALAYSIA**

By

NUR AISHAH HAMIZAH BINTI ABDULLAH SAHIMI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Master of Science**

September 2015

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

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September 2015

Chair : Turiman Suandi, PhD
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Most studies have examined the direct relationship between motivation and youth participation in volunteerism. However, research on the relationship between motivation, belief and intention, and participation in volunteerism among youth in Malaysia is less examined. This study tested the relationship between motivation, belief and intention, and participation in volunteerism among youth in Malaysia.

The objectives of the study was to determine (i) the level of motivation, belief, intention and participation of youth in volunteerism, (ii) the differences of youth participation in volunteerism by demographic profiles, (iii) the relationship between motivation, belief and intention of youth in volunteerism with their participation in volunteerism, and (iv) the most dominant factor influencing youth participation in volunteerism.

This study adopts a descriptive and correlation research design to examine the direction and strength of the relationship among variables. Descriptive analysis that has been used to examine the level of youth motivation, belief, intention and participation were using mean, frequency and percentage. Pearson product moment correlation and Regression analysis were used to answer the study objectives. The sample of this study consisted of youth from various youth volunteer organizations in Malaysia. The study sample comprised of 342 youths selected using simple random sampling method. Data were gathered from 342 youths by using a self-administered questionnaire.

To measure the research variables, this study used instruments established by few researchers. As for motivation variable, 27 items from Volunteer Functions Inventory (VFI) by Clary et al. (1998) were used. For the belief variable, this study used 35 instruments by several researcher including 20 items from Nickel (1998), 10 items from Furnham (1995) and 5 items from Law, Shek and Ma (2011). This study used also 10 items including 7 items from Wisner (2005) and 3 items from Law and Shek (2009) to measure volunteer intention. In order to measure volunteer participation, this

research used 14 items including 8 items from Macon (2007) and 6 items from Marks (2009).

For descriptive analysis, the result shows that most of the youth have high level of motivation, belief, intention and participation. For the t-test and ANOVA test, the result revealed that there is a significant difference in the level of participation in volunteerism based on religion and racial. Meanwhile, the results also showed that the three independent variables have significant relationships and highly positive correlated to the dependent variable. The analysis of this study proved that the motivation is the best predictor factor for predicting the dependent variable in this study.

This study extends the existing literature on the role of motivation, belief and intention towards participation in volunteerism among youth in Malaysia and the findings of this study are expected to help and strengthen the formation of new models and concepts in the aspects of youth development behaviour. This study also suggests the future studies consider the broader population of youth volunteers from various associations in Malaysia. For the methodology this study suggests that future studies consider to make further research using qualitative method in order to produce more accurate and in-depth study. Furthermore, this study hopes to provide knowledge especially for government and NGO organisations to give attention on volunteer motivation, belief and intention which could influence youth participation in volunteerism thereby enhance them to participate in more volunteer activities and programs.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

**HUBUNGAN ANTARA MOTIVASI, KEPERCAYAAN DAN NIAT, DENGAN
PENGLIBATAN DALAM KERJA KESUKARELAWANAN DALAM
KALANGAN BELIA DI MALAYSIA**

Oleh

NUR AISHAH HAMIZAH BINTI ABDULLAH SAHIMI

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Kebanyakan kajian telah mengkaji hubungan langsung antara motivasi dan penglibatan belia dalam kesukarelawanan. Namun, kajian mengenai hubungan antara motivasi, kepercayaan dan niat, dengan penglibatan dalam kesukarelawanan dalam kalangan belia di Malaysia adalah kurang dikaji. Kajian ini menguji hubungan antara motivasi, kepercayaan dan niat, dengan penglibatan dalam kesukarelawanan dalam kalangan belia di Malaysia.

Objektif kajian ini adalah untuk menentukan (i) tahap motivasi, kepercayaan, niat dan penglibatan belia dalam kesukarelawanan, (ii) perbezaan penglibatan belia dalam kesukarelawanan mengikut profil demografi, (iii) hubungan motivasi, kepercayaan dan niat belia terhadap kesukarelawanan dengan penglibatan mereka dalam kerja sukarela, dan (iv) faktor yang paling dominan yang mempengaruhi penglibatan belia yang dalam kesukarelawanan.

Kajian ini menggunakan reka bentuk kajian deskriptif dan korelasi untuk memeriksa arah dan kekuatan hubungan antara pembolehubah. Analisis deskriptif yang telah digunakan untuk mengkaji tahap motivasi belia, kepercayaan, niat dan penglibatan mereka ialah min, kekerapan dan peratusan. Kajian ini juga menggunakan analisis korelasi untuk menjawab objektif kajian iaitu *Pearson product moment* dan analisis Regresi. Sampel kajian ini terdiri daripada belia dari pelbagai pertubuhan sukarelawan belia di Malaysia. Sampel kajian terdiri daripada 342 belia yang dipilih dengan menggunakan kaedah persampelan rawak mudah. Data dikumpulkan dari 342 belia dengan menggunakan soal selidik yang ditadbir sendiri.

Untuk mengukur pembolehubah penyelidikan, kajian ini menggunakan instrumen daripada beberapa penyelidik lepas. Bagi pembolehubah motivasi, 27 item dari *Volunteer Functions Inventory* (VFI) daripada Clary et al. (1998) telah digunakan. Bagi pembolehubah kepercayaan, kajian ini digunakan 35 instrumen oleh beberapa penyelidik termasuk 20 item dari Nickel (1998), 10 item daripada Furnham (1995) dan 5 item dari Law, Shek dan Ma (2011). Kajian ini menggunakan juga 10 item termasuk 7 item daripada Wisner (2005) dan 3 item daripada Law dan Shek (2009) untuk mengukur niat sukarelawan. Untuk mengukur penglibatan sukarelawan, kajian ini menggunakan 14 item termasuk 8 item daripada Macon (2007) dan 6 item daripada Marks (2009).

Untuk analisis deskriptif, hasil kajian menunjukkan bahawa kebanyakan belia tersebut mempunyai tahap motivasi, kepercayaan, niat dan penglibatan yang tinggi. Untuk analisis t-test dan analisis ANOVA, hasil analisis menunjukkan bahawa terdapat perbezaan yang signifikan pada tahap penglibatan belia dalam kesukarelawanan mengikut kumpulan-kumpulan agama dan kaum. Sementara itu, keputusan juga menunjukkan bahawa tiga pembolehubah tidak bersandar mempunyai hubungan yang signifikan dan sangat positif dengan pembolehubah bersandar. Analisis kajian ini membuktikan bahawa motivasi adalah faktor peramal terbaik untuk meramalkan pembolehubah bersandar kajian ini.

Kajian ini memperluaskan literatur yang sedia ada bagi peranan motivasi, kepercayaan dan niat terhadap penglibatan dalam sukarelawan di kalangan belia di Malaysia dan hasil kajian ini dijangka dapat membantu dan mengukuhkan pembentukan model dan konsep baru dalam aspek kelakuan pembangunan belia. Kajian ini juga mencadangkan kajian masa depan mempertimbangkan sukarelawan belia dari lebih banyak persatuan-persatuan belia sukarela di Malaysia. Bagi metodologi kajian ini mencadangkan bahawa kajian masa depan mempertimbangkan untuk membuat penyelidikan lanjut dengan menggunakan kaedah kualitatif bagi melahirkan kajian yang lebih tepat dan mendalam. Tambahan pula, kajian ini diharap dapat memberikan pengetahuan terutama kepada agensi kerajaan dan badan bukan kerajaan untuk memberi perhatian pada motivasi, kepercayaan dan niat yang boleh mempengaruhi penglibatan belia dalam kesukarelawanan dan seterusnya meningkatkan lagi minat mereka untuk mengambil bahagian dalam aktiviti-aktiviti dan program-program sukarela.

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APPROVAL

I certify that a Thesis Examination Committee has met on 4th September 2015 to conduct the final examination of Nur Aishah Hamizah Binti Abdullah Sahimi on her thesis entitled "**RELATIONSHIP BETWEEN MOTIVATION, BELIEF AND INTENTION, AND PARTICIPATION IN VOLUNTEERISM AMONG YOUTH IN MALAYSIA**" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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LIST OF ABBREVIATIONS

1M4U	One Malaysia for Youth
MBM	Malaysian Youth Council
IPTA	Public Institutions of Higher Education
MASKUM	Majlis Sukarelawan Universiti Malaysia
YSS	Yayasan Sukarelawan Malaysia
USIM	Universiti Sains Islam Malaysia
HS2	HALUANSiswa Health Science
MAYC	Malaysian Association of Youth Clubs
GPMS	Peninsular Malay Students Federation
ABIM	Muslim Youth Movement of Malaysia
ADRRN	Asian Disaster Reduction and Response Network
ICVA	The International Council of Voluntary Agencies
ALNAP	The Active Learning Network for Accountability and Performance in Humanitarian Action
ROY	Registrar of Youth Office
UNV	United Nations Volunteers
LP	Ladder of Participation
TPB	Theory of Planned Behavior
FA	Functional Approach
SCT	Social Cognitive Theory
VFI	Volunteer Functions Inventory
M	Mean
N	Number of cases
SD	Standard deviation
SPSS	Statistical Package for the Social Sciences

CHAPTER ONE

INTRODUCTION

This chapter includes eight parts describing youth and youth participation in volunteerism in Malaysia, the statement of problem, objectives of research, significance of research, scope and limitations and definitions of terms.

1.1 Background of the Study

In the era of globalization, more rapid development of technology has directly or indirectly brought many positive and negative elements to the country in many aspects such as economy, social, politic, culture, religion, values and education (Othman, Singh, Tin & Sulaiman, 2012; Coakley, 2011; De Soysa & Vadlamannati, 2011; Burbules & Torres, 2000). Thus, amid the absorption of positive elements, many parties including government and non-governmental organizations have adopted various approaches to prevent and control the spread of negative elements in our society (Peow, 2011; Arokiasamy, 2010, Harun & Hasan, 2008). In the effort to control and curb the issues, youth that is seen as future leaders should play their role well (Sahri, Murad, Alias, Sirajuddin, 2013). In fact, they are also expected to define the country and elevate the status and image of the country to a higher level. Therefore, the ideas and support from youths cannot be taken inconsequentially and they should be given adequate space in order to prosper and further contribute to the country's development.

In addition, it is important to understand more about the Malaysian youth itself before going more deeply into the role of youth and their participation on volunteerism in Malaysia. This is because the definition of youth is found to be slightly different depending on the country, especially when taken into consideration in terms of the actual range of age of youth. Therefore, it is important to have a clear perspective about the target group being addressed in this research. According to the '*Dasar Pembangunan Belia Negara*' (National Youth Development Policy) released by the Ministry of Youth and Sports Malaysia, youth refers to those whose age range is between 15 years old and 40 years old (Ministry of Youth and Sports Malaysia, 2007). Based on the 'Population Distribution and Basic Demographic Characteristic Report 2010' made by Department of Statistic Malaysia (2011), youth is a large portion as they contribute to 40.2 percent which equivalent to 11.65 million people from 27.7 million Malaysia's population.

Youths can give a strong impact on the development of various aspects, including economic, social, political development and others (Bakshi & Joshi, 2014; Law, Siu & Shek, 2012; Flanagan & Christens, 2011). Therefore, positive attitudes and behavior need to be shown by the youth themselves to ensure their ability to lead and to bring about positive changes in the society (Law et al., 2012). However, the inclusion of technology and the impact of globalization, to some extent, exert the pressure on youth in shaping the future of the country. According to Rustam (2004), they will experience in their lives as a youth, a phase of immaturity and difficulty in making decisions due to the lack of experience in finding meaning and purpose in life. In this phase, most of them tend to be drawn to various negative forces and influences such as street gangs, drug takers, sexual enthusiasts and many more (Rustam, 2004). Therefore, appropriate

actions and surveillances are important to ensure that this negative attitude is not widespread and its impact can be controlled from the inhibition of positive youth development in the country.

The youth is an important component of which they are key element for future development (Kim, 2014; Warren, Lerner & Phelps, 2011). They are the driving force of social transformation and of the pressure exerted on the various aspects towards obtaining their rights and priorities (Secretary-General's Youth Employment Network, 2003). They also stressed that "youth are not only the leaders of tomorrow, but the partners of today".

Recognizing the importance of youth's contributions, the Prime Minister of Malaysia Datuk Seri Najib Razak has launched One Malaysia for Youth (1M4U) to reach out to this particular group of the society through volunteerism aspects (Carvalho & Ahmad, 2012). Furthermore, as a sign of the government's support in reaching youth volunteerism, the government has allocated more than 100 million Ringgit in funds for the youth in the implementation of volunteers' programs and activities in Malaysia (Carvalho & Ahmad, 2012). In Malaysia, voluntary activities play an important role in youth development itself whereby those who do not contribute to the nation will not just lose out themselves but also to the government and the nation (Dzuhailmi et. al., 2012).

Meanwhile, the Malaysian Youth Council (MBM) has underlined the role of youth organizations in many aspects such as cultivating a sense of responsibility, patriotism and volunteerism among youth, encourage and induce youth to play a positive and effective role to the society and the nation, and working in close collaboration with the bodies responsible for youth affairs in the interest of the youth movement (Haslinda et al, 2012).

In addition, the existence of MBM, which is a non-governmental organization that cooperates with the government, has assisted the government in order to support the various objectives in the field of youth volunteerism (Haslinda et al., 2012). Azimi (2005) states that the activities of youth development need to be more reactive to the needs of youth and should be focused more on developing their potential so that the expected development and contribution from this generation can be achieved. Therefore, the responsibility of the MBM is seen to be rather critical (Haslinda et al., 2012) because of the efforts in youth development need to be taken seriously (Syed Aribi, Mohd Sahari & Nik Ahmad, 2007).

Azimi and Turiman (1996) found that youth organizations in Malaysia have not changed much especially from the standpoint of the leadership and management compared to what had been observed in the '70s. Therefore, MBM has outlined some clear objectives of the establishment and predetermined several conditions to national youth organizations to be qualified as members, for example they should have more than 20,000 individual members and should be engaged at least in six states in Malaysia.

In addition, MBM that intends to become a 'Bottom Billion' (people's spokesperson) on any matters pertaining to youth, no matter at the grassroots, national or international

level; has 36 national youth agencies and state youth councils and 4 associate youth organizations; then this number increased to 38 affiliates including the parent youth organizations such as Malaysian Association Of Youth Clubs (MAYC), uniformed youth organizations such as Scouts Association of Malaysia, student youth organizations such as Peninsular Malay Students Federation (GPMS), religious youth organizations such as Muslim Youth Movement of Malaysia (ABIM), associated bodies such as the Malaysian Sikh Youth Association and the states' youth council (MBM 2010).

Apart from the affiliates of MBM, there are many other youth organizations in Malaysia that are very active such as MERCY Malaysia. MERCY Malaysia focuses on providing medical relief, sustainable health-related development and risk reduction activities for vulnerable communities regardless of whether the state has crisis or otherwise (MERCY, 2012).

Accordingly, with the vision of delivering medical and humanitarian aid, MERCY is active in 17 countries and has spent RM13 million for their humanitarian services (MERCY, 2012). Together with affiliates such as the Asian Disaster Reduction and Response Network (ADRRN), The International Council of Voluntary Agencies (ICVA), People in Aid, The Active Learning Network for Accountability and Performance in Humanitarian Action (ALNAP), Global Health Cluster and Humanitarian Accountability Partnership, MERCY has been planning and implementing a humanitarian mission in the country and abroad.

In the mean time, youth in institutions of higher learning is a group that has a number of privileges which should be noted. In fact, this group will produce and lead the professional players as well as develop countries through their endeavors in various fields. Based on the statistics made by the Ministry of Education Malaysia (2013), the total enrollment was 664 402 in 2002, which increases from year to year. Until 2013, the total enrollment reached 1 671 608, covering students from public institutions of higher education (IPTA), private institutions of higher education (IPTS), polytechnics, and community colleges (Ministry of Education Malaysia, 2013). Therefore, all parties involved are responsible in ensuring that the youths are able to complete their studies and contribute to national development, in line with the goals set in the Malaysia Plan and Vision 2020.

Government and community awareness on the importance of volunteerism can be seen not only with the establishment of 1Malaysia for youth, but also through the establishment of voluntary associations either at the national or institutional levels itself (Nawi & Asmuni, 2013). At the national level, there are some important voluntary organizations which actively seek the involvement of youth from institutions of higher learning such as Majlis Sukarelawan Universiti Malaysia (MASKUM) and Yayasan Sukarelawan Siswa (YSS) (Sani, 2012; Ayub, 2011; Bakar, 2010).

According to Hussain (1986), voluntary activities and programs in the institutes of higher learning were introduced in the 1970s. Although previous studies stated that students in institutes of higher education face many problems and difficulties such as the lack of financial resources, lack of time, no support (Evans & Saxton, 2005) to

engage in volunteerism, volunteerism however has been seen growing in educational institutions in Malaysia (Siti Raba'ah et al., 2011).

Taking a serious view on the implementation aspects of volunteerism in the Malaysian education, participation in volunteerism has become one of the cornerstones of civic and moral education (Bahari, 2004). In fact, according to Siti Raba'ah et al. (2011) this matter was supported by the government and has become a necessity that must be implemented in the institutes of higher learning in Malaysia in order to cultivate and transform the moral and behavior of students to become more positive.

Furthermore, the institutes of higher learning need to give special credit to students for their involvement in voluntary activities as an encouragement for them to participate in the co-curricular activities (Selamat et al., 2010). In fact, volunteerism in Malaysia has been included as one of the core agenda in the education system through co-curricular activities as outlined in the International Higher Learning Strategic Plan 2006-2010 (Siti Raba'ah et al., 2011).

For instance, MASKUM that was established on August 13, 2007 and administered by the Ministry of Higher Education Malaysia was intended to build the character of students and increase youth awareness over the importance of their involvement and contribution through voluntary activities. Moreover, MASKUM is also a body that will act as a planner and mentor for the students to promote the culture of volunteerism among them. They also act as the coordinator of the community service programs; provide training and guidance to the voluntary bodies at the institution level on the implementation of the volunteer programs by educating students through voluntary activities (Siti Raba'ah et al., 2011).

In addition, the establishment of Yayasan Sukarelawan Malaysia (YSS) in 2011 is to support the efforts and enthusiasm of MASKUM in producing students who are dynamic and competitive, not only within the country but also internationally through community services. Through community service activities, the YSS also promotes global peace and is able to foster a spirit of camaraderie among the youth. During the launch of the YSS at UITM on March 21, 2013, the Prime Minister stressed in his speech the government's support for the establishment of YSS in producing students who have a strong personality that will be able to be formed through a variety of volunteer programs, because of the importance of their contribution to shaping the future of the country is irrefutable.

YSS is a voluntary body under the Ministry of Education Malaysia where it provides the medium and opportunities for students to implement high-impact volunteering programs abroad. Through the establishment of YSS, the government is trying to promote understanding on the world of universal peace, demonstrate empathy and concern for the issues and problems that occur in the community, build relationships at the international level, thereby promoting Malaysia as a hub for volunteers and creating an icon in the international volunteerism field (Bernama, 2013). Vision, mission and objectives of the YSS clearly show their support in fostering volunteerism in students not only to the Malaysian community, but also to the community around the world. This is caused by the paradigm of the world youth development where the voluntary

field is seen as a field that should be shifted to make Malaysia a global hub of youth development (Haslinda et al., 2012).

In many other countries, volunteering is not something new. In fact, it has become an essential and core part of the social, economic and political development of a country (Faizli, 2013; Ekman & Amnå, 2012; Lyons, Hanley, Wearing & Neil, 2012; Bahari, 2011). Specifically in Malaysia, volunteerism issues have often been raised by some parties. Indeed many efforts have been made to apply the values in the society. In fact, the voluntary sector and volunteers are also able to provide a very meaningful contribution to national development in various fields, but there are many aspects that still need to be improved (Bahari, 2011). From another perspective, many consider volunteering organizations as opposing the government but voluntary work itself complements the allocation and distribution of several government sectors such as education and health (Faizli, 2013).

In order to support the effort of government and non-government bodies in inculcating the spirit of volunteerism, various efforts have been conducted to set up voluntary bodies at local higher learning institutions. For example, RM 500,000 have been allocated to the USIM to assist its efforts to increase student involvement in voluntary activities. In addition, the launching of MyBeautiful Malaysia, activities such as 3M Health Sciences (HS2) by HALUANSiswa Health Sciences (HS2), and various other activities undertaken by MASKUM, YSS and voluntary organizations by various institutions are also proof of the public awareness with regard to the importance of volunteerism to be instilled among students.

This shows that youth not only have a lot of ideas that need to be addressed, but they are also the leaders of the future and define the country's development and elevate the status and boost the progress of the country. Therefore, they shall be given a proper attention and cannot be taken for granted. To reach out to the youth, volunteerism is the most precise method in obtaining their participation and engagement and absorbing a wide range of positive values that the youth are able to contribute.

In addition, past research by Turiman et al. (2011) showed that 74.6% of youth participated in the research was actively participated in any voluntary activities through youth organizations. Specifically, many studies on the motivation of volunteers have been conducted to study the influence of motivation on the involvement of volunteers (Hobbs & White, 2012; Grönlund et al., 2011; Hustinx et al., 2010).

Subsequently, previous studies have investigated individual's intention to volunteer (Skoglund, 2006; May, Packianathan & Trail, 2007; Karl & Peluchette & Hall, 2008). Taking into consideration the perspective of cognitive-motivation, it suggests that human behavior is influenced by two elements; belief and intention (Olson & Zanna, 1993 – as cited in Law & Shek, 2009). Nevertheless, past studies have investigated the relationships between belief and intention, belief and behavior and belief and intention and one's behavior are not always consistent (Glasman & Albarracin, 2006; Law & Shek, 2009).

1.2 Statement of the Problem

The involvement of youth in community services is essential where they can contribute to the society their expertise, knowledge and skills (Checkoway, 2011). To get the best public services, higher education is the best platform to get it because of the fact that the students are those who are best selected and to have the potential to lead the country in the future. Although there are numerous studies which have defined volunteer work as a motion without expecting material rewards (Haski-Leventhal, Hustinx & Handy, 2011; Haski-Leventhal, Meijs, & Hustinx, 2010), there is research to prove that there are also individuals who engage in voluntary activities due to the certain factors to be derived- this is based on the context of research being studied (South, Purcell, Branney, Gamsu & White, 2014; Von Bonsdorff & Rantanen, 2011).

However, volunteerism has not risen as a basic and important thing to be addressed seriously, systematically and consistently in Malaysia (Bahari, 2011). Although research by Turiman et al. (2011) showed that 74.6% from the total sample of respondent in the study actively participated in any voluntary activities through youth organizations, other research had established the opposite results.

In spite of the fact that many efforts have been made towards seeking and maintaining youth participation in volunteerism in Malaysia, a present research by Julinawati et al. (2012) shows that the spirit of volunteerism among youth in Malaysia is only moderate. In addition, a variety of programs related to the interest of the public have been implemented but the significance of volunteerism, or the meaning and implications, has not yet been discovered or understood properly in Malaysia (Bahari, 2011).

Specifically, many studies on the motivation of volunteers have been conducted but previous studies show that the influence of motivation on the involvement of volunteers varies depending on the context of the study, sample and socio-demography (Hobbs & White, 2012; Grönlund et al., 2011; Hustinx et al., 2010). Studies also found that each person has different motivations and that they expect different tasks (Houle, Sagarin & Kaplan, 2005).

Previous studies also indicate the limitations to generalize the results because of several factors such as the sample (Lee & Won, 2011) and instrument study (Cha, Cichy & Kim, 2011). Subsequently, there are limited studies which have investigated individual's intention to volunteer (Skoglund, 2006; May, Packianathan & Trail, 2007; Karl & Peluchette & Hall, 2008). Taking into consideration the perspective of cognitive-motivation, it suggests that human behavior is influenced by two elements; belief and intention (Olson & Zanna, 1993 – as cited in Law & Shek, 2009). Nevertheless, empirical studies have found that the relationships between belief and intention, belief and behavior and belief and intention and one's behavior are not always consistent (Glasman & Albarracin, 2006; Law & Shek, 2009). Moreover, there are limited research studied specifically on individual belief and the intention to volunteer.

Looking at the pattern of volunteerism in Malaysia, youth participation in voluntary activities has often been discussed at many levels, including in the Parliament, but Bahari (2011) argued that many are still concerned about the quantity of participants

than the quality of the volunteers produced. Although various incentives have to be created to attract youth to volunteer, there are still many youths in Malaysia that are not interested in participating in any youth associations (Bahari, 2011). Incentives given are seen to have been provided to the volunteers without examining their interest, knowledge and capabilities; and matching them with the voluntary activities offered. In fact, almost all youth voluntary associations or the implementation of voluntary activities in Malaysia is not properly documented so it is difficult to attract young people to engage in volunteerism and maintain their active participation, according to the correct target participants.

So far, there is limited research study that correlates youth participation, motivation, intention and belief in volunteerism. Looking into the inconsistency of past research, it remains a matter of serious concern that there is no study that correlates youth participation, motivation, intention and belief in volunteerism simultaneously especially in Malaysia. The understanding of theory and what exactly has been practiced in Malaysia need to be revised in solving the matter. The question is, where is exactly the level of participation of youth in voluntary activities? What are the factors that have led to the issue of their participation in youth volunteerism?

In Malaysia, volunteering practice needs to be studied so that it can be used for future volunteering purposes. Thus, this study will examine the relationship between motivation, intention and belief and the participation in volunteerism among youth in Malaysia.

1.3 Research Objectives

This research generally explores the relationship between motivation, belief and intention, and participation in volunteerism among youth in Malaysia. This research will also try to meet the following objectives:

1. To determine the level of motivation, belief, intention and participation of youth in volunteerism.
2. To compare the differences of youth participation in volunteerism by demographic profile.
3. To determine the relationship of motivation, belief and intention of youth in volunteerism and their participation in volunteerism.
4. To determine the most dominant factor influencing youth participation in volunteerism.

1.4 Significance of the Study

This study will contribute by way of giving more information about the inventory of the participatory behavior of youth in the process of identifying the factors contributing to the behaviors practiced by the youths in Malaysia. Given the number of youth as well as the largest population growth, more theories and concepts that are more significant and relevant to this development are needed to further support health and wellbeing of youth in general.

This study will be a significant endeavor in promoting volunteerism in the society. Moreover, this research will provide several recommendations on how to attract youth to participate more in voluntary activities.

In the form of human resource development, this research is important as it can be used for youth resource development area in which youth plays an important role to the nation. This research is believed to provide information in order to demonstrate the potential for future leadership and the ability to drive positive, social change. By providing information on the involvement of youth in volunteerism, this research can help in developing youth social conscience and enabling them to take responsibility for their own future and the future of their family, society and country.

In addition, as volunteerism is an important aspect that helps them strengthens their social skills, this research is important in increasing youth knowledge, skills, confidence and social network. This research will provide good information on the strategies of developing voluntary activities and programs. It is also important to help stakeholders in providing information on the recruitment process of youth volunteers by selecting them based on their motivation, belief and intention to volunteer.

Moreover, the finding of this study will be helpful to the country as the government will benefit from their participation in the areas of management, objectives, and strategies. It will also serve as a future reference for researchers on the subject of volunteerism.

Also importantly, this research will educate youth in contributing to the nation as fulfilling their responsibility to the community by inspiring them by the conviction that volunteerism is a powerful means of engaging people in tackling development challenges worldwide where they can contribute their time, skills and knowledge through volunteer action, and their combined efforts can be a significant force for achieving peace and development.

In line with the National Education Philosophy, this study aims to contribute to the field of youth development, particularly in learning to develop soft skills to achieve world-class human capital. The findings related to youth involvement in voluntary programs can improve young people's attitudes to meet the challenges of the development and modernization of the country in order to elevate the status of the country to being a developed country by the year 2020. Findings of this study can be used as a basis for research and learning and youth development to the government such as the Ministry of Higher Education, Ministry of Youth and Sports and other relevant agencies.

1.5 Scope of the Study

The scope of this study is the relationship between motivation, belief and intention with participation in volunteerism among youth in Malaysia. The focus of this study is to determine the influence of motivation on youth voluntary participation which is measured by the factors of values, understanding, enhancement, career, protective, social. The belief, in relation to the involvement of youth volunteerism is measured with two aspects namely self-belief and normative belief. The intention to participate is

used to measure the influence of the intention of the involvement of youth volunteerism.

This study will describe the influence of motivation, belief and the intention as the independent variables, whereas participation and volunteerism represent the dependent variables among youth in Malaysia. The research framework in chapter 3 describes the scope of this study.

1.6 Limitation of the Study

The limitation of this study lies in the aspect of motivation, belief and the intention of voluntary participation among the youth in Malaysia. Other factors may influence youth participation in volunteerism, but motivation, belief and the intention have not been taken into consideration in this study. As stated in the objectives, this study will not draw a comparison based on the dimensions available on each of the variables of the study. An analysis will be made according to variables without a comparative analysis based on dimensions.

This study will be conducted among youth in Malaysia by getting samples from all states through youth organizations so that researcher can make comparisons based on demographic characteristics of the respondents. However, this study is restricted to respondents from registered youth organizations under *Pejabat Pendaftar Pertubuhan Belia Malaysia* or Malaysian Youth Registry Office (ROY).

1.7 Definition of Terms

Volunteerism: refers to a helpful act committed by an individual that is so valuable to them and it is not intended for material rewards or coerced by any parties.

Youth in Malaysia: refers to individuals who are age range between 15 years old to 40 years old.

Participation in volunteerism

Participation is taking part, joining, engaging and getting involved in certain things. In this research, participation indicates youth participation in volunteer associations and activities. By taking part in volunteerism, they are expected to contribute their time, energy or money by getting involved in the decision making, goal setting, establishing teamwork and activities held by their respective volunteer association in the attempt to foster volunteerism and to commit to achieving collective objectives.

Motivation on volunteerism

Motivation is regarded as the factors that stimulate youth's desire to do something or to behave in a certain way. Those factors are the reasons for them to be interested in a subject or to make an attempt to achieve certain goals. In this research, motivation refers to the functions that bring youth to participate in volunteerism by using six functions defined by Clary et al. (1998) which are values, understanding, enhancement, career, protectiveness and social factor. With the support of the theory and past studies, these functions have led individuals to participate in volunteerism.

Belief on volunteerism

Belief is firmly held assumptions, convictions, ideas and knowledge that are held by individuals or groups about certain concepts, events, people and environment. Belief also can be defined as perceptions or assumptions of the individual towards that particular behavior in which it can be translated as what the individual know or they think they know about it. In this research, belief refers to youth cognitive belief that comprises their views on volunteerism.

Intention on volunteerism

Intention is a determined and purposeful state of mind that brings and leads an individual to adopt certain behavior. It can be induced or influenced by certain factors where an intention can act as antecedents of behavior. In this research, intention refers to the youth intention to take part in volunteerism. This research also consider individual plan to participate/remain as volunteers to determine this variable.

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