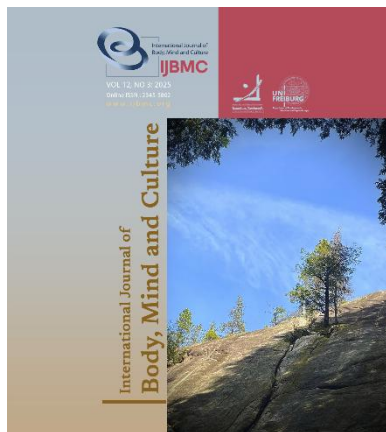


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Introduction

Volunteering in sports events is essential for enhancing organizational success by supplementing paid

Comparative Analysis of Motivations, Self Esteem and Social Pressure on Volunteers in Sports Events: Insights from Indonesia and Japan

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ABSTRACT

Objective: This study provides a comparative analysis of volunteer motivations between Indonesia and Japan within the context of sports events. By examining these nuances, the study aims to inform tailored volunteer management strategies that enhance engagement and satisfaction across diverse cultural contexts.

Methods and Materials: Drawing on data collected from 420 volunteers at the Tour de Borobudur in Indonesia and the World Aquatics Championships in Japan, the research reveals significant cultural differences in volunteer motivations.

Findings: Indonesian volunteers generally reported higher impacts on self-esteem and less influence from social pressures compared to their Japanese counterparts. Conversely, Japanese volunteers emphasized community contribution and career advancement motivations more prominently.

Conclusion: These findings highlight the influence of cultural norms and societal expectations on volunteering behaviors. Future research recommendations include further research, namely longitudinal studies to understand how volunteer motivation, self-esteem, and social pressure develop over time, both before, during, and after sport events. This will provide more profound insight into the long-term dynamics of volunteer engagement, as well as how cultural and social factors continue to influence volunteer behavior. In addition, about the influence of the social environment on volunteering in a multinational context. Conducting comparative research involving more countries to see how the wider social and cultural environment (local community, family, or friends) influences volunteer behavior.

Keywords: Sports Management, Sport Event, Volunteer, Indonesia, Japan.

staff and fulfilling critical operational roles (Studer & Von Schnurbein, 2013; Wu et al., 2016). Understanding volunteer motivations is crucial as it impacts their engagement and satisfaction, influencing event

outcomes significantly (Angosto et al., 2021; Bang & Chelladurai, 2009; Kim, 2018). Recent studies underscore diverse motivations among volunteers, ranging from intrinsic factors like altruism, community connection, and personal growth to extrinsic rewards such as souvenirs and free event tickets (Phillips & Phillips, 2010; Stirling et al., 2011).

The existing literature extensively covers volunteer motivations and their impact on participation in various contexts, including sports events. Studies have identified intrinsic factors such as altruism, community connection, and personal growth as primary motivators for volunteering (Alkadi et al., 2019; Fallon & Rice, 2015; Meier & Stutzer, 2008). Conversely, extrinsic rewards and social pressures also influence volunteer decisions and retention (Glaeser et al., 2002; Prouteau & Wolff, 2004). Cultural differences and societal expectations significantly shape volunteering behaviors and motivations (Uchida et al., 2004). Not only motivation, but also self-esteem and social pressure.

Volunteer self-esteem research show that higher self-esteem is significantly associated with high levels of life satisfaction in older adults engaging in formal volunteering. The satisfaction with volunteer activities was found to enhance adolescents' self-esteem and peer attachment, leading to a higher sense of community (Jae, 2012). Both studies highlight the positive impact of volunteer activities on self-esteem and life satisfaction in different age groups. Research on social pressure surrounding volunteering reveals that many young individuals feel compelled to volunteer primarily to enhance their resumes, with some perceiving it as a requirement at school. A notable connection exists between the pressure to volunteer and the desire to volunteer, as those who feel pressured often also have a genuine interest in volunteering. Factors such as age, race, and income influence how pressure to volunteer is perceived, with older youth, non-white youth, and those from higher-income backgrounds more likely to experience this pressure (Bode, 2017). However, research related to Motivation, Self-Esteem, and Social Pressure on volunteers in sporting events is still limited.

This study aims to provide a comparative analysis of volunteer motivations, self-esteem and social pressure between Indonesia and Japan in the context of sports events, focusing on nuanced differences in cultural influences, societal pressures, and career aspirations. It

seeks to uncover unique motivational factors driving volunteers in each country, contributing to a deeper understanding of cross-cultural variations in volunteerism. By examining specific variables such as personal beliefs, prosocial personality traits, social pressures, career opportunities, interpersonal development, love of the event, and extrinsic rewards, the study aims to identify novel insights that can inform targeted volunteer management strategies.

The primary goals of this research are to analyze and compare volunteer motivations between Indonesia and Japan concerning sports events, identify key differences in motivational factors influencing volunteers in both countries, explore how societal expectations and cultural norms shape volunteer motivations, and provide actionable insights for event organizers and policymakers to enhance volunteer recruitment, retention, and satisfaction. Utilizing a mixed-methods approach, integrating quantitative analysis of survey data with qualitative insights, the study aims to offer a comprehensive examination of volunteer motivations, self-esteem and social pressure in diverse cultural settings.

Literature Review

Volunteer in Indonesia and Japan

Voluntary engagement, deeply ingrained in Indonesian culture, is referred to as mutual cooperation, or "gotong royong," distinct from the Western concept of volunteerism. However, both terms denote activities aimed at easing others' burdens, particularly during significant events requiring human resources, i.e., volunteers. Indonesia's community mutual assistance takes diverse forms, including environmental upkeep, constructing self-help posts, aiding troubled neighbors, erecting worship spaces, constructing roads, among others. According to Musabiq et al., (2020), the majority of today's volunteers are millennials, specifically those between the ages of 18 and 35. Musabiq et al., (2020) also highlights that millennials have a keen interest in social causes. Notably, those aged 18-29 fall within the emerging adulthood phase (Musabiq et al., 2020).

In Japan, the landscape of volunteerism presents a unique picture. While the formal volunteering rate remains low, only 22% of respondents in the 2005 Japanese General Social Survey reported volunteering, a

growing interest in formal volunteer work is evident, marking an increase from 15% in 2002. The concept of volunteering, defined as the voluntary commitment of time to assist or collaborate with others, particularly strangers, is relatively novel in Japan. Unlike the United States, where volunteering is often perceived as an avenue for personal development and satisfaction, Japanese individuals may engage in volunteering primarily to uphold social harmony (Uchida et al., 2004). The tradition of mutual assistance in Japan is deeply rooted in neighborhood associations known as "jichikai," tracing back to the Tokugawa era's *goningumi* rules, aimed at fostering mutual aid among villagers (Taniguchi, 2013).

Volunteer Motivation

Volunteering is driven by various factors, each contributing to individuals' continued engagement in volunteer activities. Altruistic values, such as compassion and concern for others, often motivate individuals to volunteer, reflecting a desire to contribute positively to both events and society as a whole (Alkadi et al., 2019). Additionally, a sense of community fosters volunteerism, regardless of age, as individuals feel connected to and proud of their communities (Alkadi et al., 2019; Cho & Joo, 2023; Cho et al., 2020). Social interactions and the opportunity to build relationships also play a significant role in volunteer retention, fulfilling individuals' social needs and expanding their networks (Alkadi et al., 2019; Glaeser et al., 2002; Meier & Stutzer, 2008; Prouteau & Wolff, 2004; Wang & Yu, 2015). Furthermore, volunteering offers opportunities for personal and career growth, enabling individuals to acquire new skills, knowledge, and social connections that may enhance their career prospects (Alkadi et al., 2019; Bang & Chelladurai, 2009).

Volunteers often seek personal growth, aiming to boost their self-confidence and esteem, while also desiring recognition for their contributions (Alkadi et al., 2019; Fallon & Rice, 2015; Meier & Stutzer, 2008). Moreover, extrinsic rewards, such as freebies and perks, although less potent motivators compared to intrinsic factors, still play a role in incentivizing volunteerism (Phillips & Phillips, 2010; Stirling et al., 2011). Particularly in sports-related volunteering, a love for the sport itself can be a driving force, as individuals are drawn to events and activities related to their passion for

a particular sport (Cuskelly, 2004; Lee et al., 2014; Pauline & Pauline, 2009). These diverse motivations collectively contribute to individuals' intentions to continue volunteering, reflecting the multifaceted nature of volunteerism.

Volunteer Self Esteem

Self-esteem, which indicates how individuals view their own value, is essential for aiding people in assimilating into society and enjoying meaningful lives. It includes various elements like academic, social, and physical self-esteem. A thorough assessment of these factors, taking into account their importance to an individual's complete self-perception, is called global self-esteem (Heatherton & Wyland, 2003). Certain theories indicate that self-esteem is a consistent characteristic, whereas others assert that it varies according to individual experiences and social responses. The reliability of self-esteem assessments differs, with certain instruments, such as Rosenberg's Self-Esteem Scale, regarded as more trustworthy than various alternatives. Although low self-esteem is frequently associated with psychological difficulties and a negative self-image, higher self-esteem is generally related to improved mental well-being and more effective coping methods (Hosogi et al., 2012).

Self-esteem is crucial for enhancing volunteers' sense of community and relationships with others, ultimately promoting a deeper feeling of belonging. Studies indicate that contentment with volunteer activities positively affects self-esteem and relationships with peers, thereby improving the overall sense of community among those who volunteer (Jae, 2012). For teenagers, the meaningful insights and reflective learning obtained from volunteer experiences are more important than the quantity of activities they engage in. In addition, self-esteem acts as a safeguard for volunteers in stigmatizing settings, allowing them to uphold an optimistic outlook despite the possible difficulties of stigma by association (Prouteau & Wolff, 2004).

Volunteer Social Pressure

Volunteer social pressure refers to the sense of obligation individuals may feel to engage in volunteer work, often driven by school requirements or the potential advantages for college or job applications. This

pressure to volunteer is linked to an increased interest in volunteering, particularly among younger individuals. Research indicates that older, non-white, and higher-income youth tend to experience the most pressure to volunteer. Recognizing the impact of social pressure on volunteerism is important, as it can significantly affect young people's choices to participate. While pressure to volunteer is most strongly felt by older, non-white, and higher-income youth, it doesn't always reduce their desire to volunteer. In fact, experiencing such pressure may sometimes increase the motivation to volunteer, suggesting that various factors can contribute to greater civic involvement among young people (Bode, 2017).

Methods and Materials

Research Venue: Tour de Borobudur Indonesia and World Aquatic Masters Japan

For research venue in Indonesia, Tour de Borobudur (abbreviated as TdB) was chosen. TdB is a cycling race held annually in Central Java, Indonesia. The race has been held since 2000. It is both a sporting and tourism event, involving social activities where cyclists race along a route passing through tourist attractions in Central Java such as Sam Poo Kong Temple in Semarang, Kreo Cave, Mount Merapi, and Lake Rawa Pening. In 2023, the Tour de Borobudur XXIII was held over two days. On the first day, the starting point was from Mangkunegaran Temple, Solo City, and participants rode a distance of 113.7 kilometers, passing through Plupuh, Botok Reservoir, and ascending to Cetho Temple. After that, participants continued the race through Karangpandan, returning to Mangkunegaran Temple. Meanwhile, on the second day, participants covered the route from Solo to Klaten, Sleman, and finally arrived at Borobudur Temple with a distance of 103 kilometers.

Meanwhile in Japan, World Aquatics Championships was chosen. The 2023 World Aquatics Championships, the 20th edition of the prestigious event, took place in Fukuoka, Japan, from July 14 to July 30, 2023. This marked the second time Fukuoka hosted the championships, having previously done so in 2001. The championships in Fukuoka were spread across three primary venue precincts. Marine Messe Fukuoka Hall A, a facility within the Fukuoka Convention Center originally constructed for the 1995 Summer Universiade and utilized during the 2001 World Aquatics

Championships, hosted swimming, artistic swimming, the closing ceremony, and served as the international broadcast center. Meanwhile, the newly constructed Marine Messe Fukuoka Hall B was the venue for water polo events. The opening ceremony took place at Boat Race Fukuoka in Fukuoka City.

Data Collection

This study was conducting using face-to-face questionnaire survey. With our population were volunteer from each sports event. For Tour de Borobudur, data was collected on 5-6 August 2023 in Solo City for day one and Magelang Regency for day two. For World Aquatics Championship, data was collected on 10-11 August 2023 in Fukuoka. From both event, 420 respondents were filling out the questionnaire.

Survey Instrument

The questionnaire used a revised instrument by Wang & Yu (2015), which already had validity and reliability. Seven variables were used as measurement tools: Personal Belief, Prosocial Personality, Social Pressure, Career Opportunity, Interpersonal Development, Love of Event, and Extrinsic Reward. Each variable had three items, such as "Volunteering in this event enhanced my self-esteem" (Personal Belief), "I volunteered in this event because I wanted to give something back to the community" (Prosocial Personality), "I volunteered in this event because most people in my community volunteered" (Social Pressure), "Volunteering was an opportunity to gain work experience which might lead to jobs" (Career Opportunity), "Volunteering broadened my horizon" (Interpersonal Development), "I volunteered in this event because I had a special interest in the event" (Love of Event), and "Volunteering helped me gain additional income" (Extrinsic Reward). This questionnaire used a 4-point Likert Scale ranging from 4 (Strongly Agree) to 1 (Strongly Disagree) as the response from the respondents (Wang & Yu, 2015).

Data Analysis

The data that had been collected was then checked for completeness, and any incomplete data was excluded from the analysis process. Once all the data was complete, analysis was conducted using Microsoft Excel to determine the percentage of each variable. The data

was then presented using tables, as shown Demographic data was presented in table, including respondent age range in [Table 1](#), education level in [Table 2](#), and knowledge about the sports event in [Table 3](#).

Findings and Results

Among all respondents, there were 200 respondents for the event in Indonesia and 220 respondents for the event in Japan. These respondents were categorized into several demographics, such as gender, age, knowledge

about the sports event, and educational background. In the gender demographic, there were 55% (n = 110) male respondents and 45% (n = 90) female respondents for the Tour de Borobudur event, whereas for the World Aquatic Championships, there were 27.27% (n = 60) male respondents and 72.73% (n = 160) female respondents. Regarding the age range of respondents, there was a difference in age distribution between the events in Indonesia and Japan, with volunteers in Indonesia being predominantly younger, while in Japan, all age groups were represented, as shown in [Table 1](#).

Table 1

Respondents' Demographic based on Age

Range of Age	Indonesia (%)	Japan (%)
<18	15,00	0.00
19-24	55,00	27.27
25-34	20,00	18.18
35-44	10,00	13.64
45-54	0,00	27.27
55-64	0,00	9.09
<65	0,00	4.55

Additionally, respondents were categorized based on their educational background and how they learned about the event. Educational levels were divided into categories such as Elementary School, Junior High

School, Senior High School, Bachelor's Degree, Master's Degree, Doctoral Degree, and other options (e.g., Vocational School, Diploma), as shown in [Table 2](#).

Table 2

Respondents' Demographic based on Education Background

Education Level	Indonesia (%)	Japan (%)
Elementary Schools	0.00	0.00
Junior High Schools	10.00	0.00
Senior High Schools	50.00	27.27
Bachelor Degree	30.00	50.00
Master Degree	5.00	13.64
Doctoral Degree	0.00	0.00
Others	5.00	9.09

Regarding their knowledge about the sports event, volunteers were asked how they first learned about the event. Respondents could choose from options such as

Social Media, TV, Radio, Newspaper, Friends, Family, and other sources, as presented in [Table 3](#).

Table 3

Respondents' Demographic based on Knowledge of Event

Type of Media	Indonesia (%)	Japan (%)
Social Media	50.00	62.50
TV	0.00	21.88
Radio	0.00	0.00
Newspaper	0.00	6.25
Friends	42.31	9.38

Family	0.00	0.00
Others	7.69	0.00

After collecting and analyzing the data, the results were presented as shown in Table 4. The data analysis revealed that in the personal belief variable, 5% (n = 10) of respondents in Indonesia and 4.55% (n = 10) of respondents in Japan disagreed that volunteering increased their sense of pride and respect. However, unlike the respondents in Indonesia who stated that volunteering boosted their self-confidence, 9.09% (n = 20) of respondents in Japan indicated that volunteering did not significantly impact their self-confidence.

Regarding the prosocial personality variable, there was a difference in perspectives between volunteers in Indonesia and Japan. About 35% (n = 70) of Indonesian respondents said they were not motivated to volunteer because they felt the need to give back to the community or because of their commitment to the success of the event. In contrast, Japanese respondents were motivated by these reasons. Nevertheless, 4.55% (n = 10) of respondents in Japan disagreed that one of their motivations for volunteering was to help those in need.

In the social pressure variable, 55% (n = 110) of respondents in Indonesia disagreed that they volunteered because their friends did, whereas 77.28% (n = 170) of respondents in Japan were motivated to volunteer because their friends did. Additionally, 60% (n = 120) of Indonesian respondents stated that they did not volunteer because people around them joined as volunteers, whereas 72.73% (n = 160) of Japanese respondents were motivated by this factor. Furthermore, 70% (n = 140) of Indonesian respondents said they did not volunteer because of societal expectations, contrasting with 81.82% (n = 180) of Japanese respondents who volunteered due to societal expectations. Also, 55% (n = 110) of Indonesian respondents disagreed that they volunteered because of instructions or assignments from their superiors or lecturers, while 72.73% (n = 160) of Japanese respondents volunteered due to such directives.

Table 4

Level of Volunteers' Motivation in Indonesia and Japan

Type of Motivation	Indonesia			Japan				
	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)
Personal Belief	70.00	30.00	0.00	0.00	68.18	31.82	0.00	0.00
Volunteering in this event makes me feel good about myself								
Volunteering in this event makes me feel valued and respected	45.00	50.00	5.00	0.00	27.27	68.18	0.00	4.55
Volunteering in this event enhances my self-esteem								
	55.00	45.00	0.00	0.00	31.82	59.09	0.00	9.09
Prosocial Personality	15.00	50.00	35.00	0.00	54.55	45.45	0.00	0.00
I am volunteering in this event because I want to give something back to the community	40.00	55.00	5.00	0.00	31.82	63.64	0.00	4.55
I am volunteering in this event because I compassionate toward people in need								
	25.00	40.00	35.00	0.00	22.73	68.18	0.00	0.00
For me, volunteering in this event is a commitment as a citizen								
Social Pressure	15.00	30.00	50.00	5.00	22.73	54.55	0.00	22.73
I am volunteering in this event because my peers (classmates and friends) are volunteering	5.00	35.00	50.00	10.00	9.09	63.64	0.00	27.27
I am volunteering in this event because most people in my community volunteer	0.00	30.00	60.00	10.00	18.18	63.64	0.00	18.18
I am volunteering in this event because the society expects me to volunteer								
	15.00	30.00	45.00	10.00	9.09	63.64	0.00	27.27
I am volunteering in this event because my Supervisor/my Lecturer/my Teacher expects me to volunteer								
Career Opportunity	50.00	50.00	0.00	0.00	18.18	68.18	0.00	13.64
I did volunteering because it is an opportunity to make job contacts								
Volunteering is an opportunity to gain work experience which might lead to jobs	55.00	45.00	0.00	0.00	13.64	77.27	0.00	9.09
Volunteering is good on my resume for future employment	40.00	50.00	10.00	0.00	27.27	68.18	0.00	4.55
Interpersonal Development	55.00	40.00	5.00	0.00	59.09	40.91	0.00	0.00
Volunteering in this Event makes me broaden my horizon								

Volunteering in this Event makes me meet new people to make new friends	50.00	50.00	0.00	0.00	54.55	45.45	0.00	0.00
Volunteering in this Event makes me learn new skills	60.00	40.00	0.00	0.00	27.27	72.73	0.00	0.00
Love of Event	25.00	70.00	5.00	0.00	18.18	81.82	0.00	0.00
I am volunteering in this event because the Event is very close to my heart	35.00	60.00	5.00	0.00	36.36	63.64	0.00	0.00
I am volunteering in this event because I have special interest in the Event	15.00	65.00	20.00	0.00	40.91	59.09	0.00	0.00
I am volunteering because I want to be associated with the Event	15.00	35.00	40.00	10.00	4.55	68.18	0.00	27.27
Volunteering makes me gain opportunity to collect Event souvenirs	20.00	20.00	50.00	10.00	9.09	68.18	0.00	22.73
Volunteering makes me gain opportunity for free admission to the Event	5.00	25.00	55.00	15.00	4.55	50.00	0.00	45.45

Apart from the social pressure variable, the career opportunity variable also showed differences between respondents from Indonesia and Japan. All Indonesian volunteers agreed that their motivation for volunteering was to enhance job opportunities or improve job-related skills. Only 10% ($n = 20$) disagreed that volunteering could enhance their resume quality for future job prospects. Conversely, 13.64% ($n = 30$) of Japanese respondents strongly disagreed that volunteering could improve job opportunities, and 9.09% ($n = 20$) also strongly disagreed that volunteering could enhance work experience leading to job opportunities. Additionally, 4.55% ($n = 10$) strongly disagreed that volunteering could improve their resume quality for job hunting.

For the interpersonal development variable, volunteers in Indonesia and Japan had similar perceptions. However, 5% ($n = 10$) of Indonesian respondents stated that volunteering broadened their horizons. Regarding the love of event variable, 5% ($n = 10$) of Indonesian respondents disagreed that they volunteered because they felt a personal connection to the event and had a special interest in it. Moreover, 20% ($n = 40$) of respondents disagreed that volunteering was an effort to be associated with the event.

In the extrinsic reward variable, there was a significant difference between respondents from Indonesia and Japan. About 72.73% ($n = 160$) of Japanese respondents stated that they volunteered to receive event souvenirs, compared to only 50% ($n = 100$) of Indonesian respondents. Additionally, 77.27% ($n = 170$) of Japanese respondents wanted free entry tickets to the event, while only 40% ($n = 80$) of Indonesian respondents agreed with this. Furthermore, 54.55% ($n = 120$) of Japanese respondents stated that their motivation for volunteering was to earn additional

income, whereas only 30% ($n = 60$) of Indonesian respondents agreed with this.

Discussion and Conclusion

The analysis of volunteer motivations and satisfaction across cultural contexts reveals significant variations and commonalities that provide deep insights into the volunteer experience. In Indonesia, the majority of respondents reported that volunteering significantly enhanced their self-esteem and confidence. In contrast, a smaller percentage of Japanese respondents felt that volunteering had a substantial impact on their self-confidence. This suggests that cultural factors may play a crucial role in how personal benefits from volunteering are perceived and experienced. This finding aligns with Cho and Joo (2023), who found that cultural context significantly shapes the personal benefits volunteers derive from their activities (Cho & Joo, 2023). The distinct cultural expectations and societal norms in Japan and Indonesia could explain these differences, emphasizing the importance of tailoring volunteer programs to fit cultural contexts.

Furthermore, the motivation to give back to the community, categorized under prosocial personality, showed considerable variation between Indonesian and Japanese volunteers. Indonesian volunteers were less driven by the need to give back to the community compared to their Japanese counterparts, who reported a strong motivation to volunteer out of a sense of civic duty and community commitment. This difference highlights the varying degrees of collectivist values in these cultures. As Ahmad et al. (2020) noted, cultural variations significantly influence civic engagement and the motivations behind volunteering, which can impact the design and implementation of volunteer programs in different regions (Ahmad et al., 2020).

Social pressure as a motivating factor also exhibited significant cultural differences. Japanese volunteers were more likely to be influenced by friends and community expectations, whereas Indonesian volunteers were less swayed by these social pressures. This discrepancy underscores the powerful role of societal norms and peer influence in Japan, which may not be as pronounced in Indonesia. Wang et al. (2013) suggest that social and peer influences are critical factors in volunteering behavior, especially in cultures with strong communal ties and societal expectations (Wang et al., 2013).

Regarding career opportunities, Indonesian volunteers uniformly agreed that volunteering could enhance their job prospects and skills. This perception contrasts sharply with that of a notable proportion of Japanese volunteers who did not see volunteering as beneficial for their careers. This difference may reflect varying perceptions of how volunteer experience is valued in the job markets of each country. Cho et al. (2020) found that the perceived career benefits of volunteering can vary significantly between cultures, influencing individuals' motivations to volunteer.

Both groups shared similar views on the benefits of interpersonal development through volunteering. This finding indicates that the social benefits of volunteering, such as making new friends and expanding one's social network, are universally recognized across different cultures. However, the motivations related to the love of the event showed divergence. A small percentage of Indonesian volunteers did not feel a strong connection to the event itself, whereas Japanese volunteers expressed a higher intrinsic interest in the event. This difference suggests that the personal relevance and intrinsic interest in the event play a crucial role in motivating volunteers. Previous research by Lee et al. (2014) highlighted the importance of aligning volunteer tasks with personal interests to enhance engagement and satisfaction, a strategy that can be beneficial across various cultural contexts (Lee et al., 2014).

The analysis also revealed significant differences in the motivation provided by extrinsic rewards. Japanese volunteers were more motivated by tangible rewards, such as souvenirs and free event tickets, compared to their Indonesian counterparts. This finding suggests that tangible rewards might play a more crucial role in attracting volunteers in Japan than in Indonesia.

Relevant research by C. Wang & Yu (2015) found that while intrinsic motivations are generally stronger, extrinsic rewards can still significantly enhance volunteer engagement, particularly in cultures where such rewards are highly valued.

These insights collectively suggest that while certain motivations and benefits of volunteering are universally recognized, the relative importance of different motivational factors is significantly influenced by cultural context. Understanding these cultural nuances can help organizations tailor their volunteer programs to better meet the needs and expectations of volunteers from diverse backgrounds, thereby enhancing volunteer satisfaction and retention. This study underscores the need for a culturally sensitive approach to volunteer management that recognizes and leverages the unique motivational drivers in different cultural settings.

The findings of this study indicate that volunteer motivations and experiences are influenced by cultural, social, and economic contexts. In addition, participating in this event also increases self-esteem (Personal Confidence). While personal growth and career development are significant motivators across both countries, social pressures and extrinsic rewards play a more prominent role in Japan. These insights suggest that volunteer programs need to be culturally sensitive and tailored to address the specific motivations and expectations of volunteers in different regions. Limitations in this study include sample limitations (volunteers only from Indonesia and Japan), uncontrolled variables (other external factors that may affect volunteer motivation, such as type of sport, location of event, or level of volunteer experience, may not be fully controlled in this study), qualitative data limitations (this type of research is quantitative, so limitations in understanding the nuances of volunteer experiences may occur), and limitations on specific sporting events.

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Declaration of Interest

The authors of this article declared no conflict of interest.

Ethical Considerations

The study protocol adhered to the principles outlined in the Helsinki Declaration, which provides guidelines for ethical research involving human participants. Ethical considerations in this study were that participation was entirely optional.

Transparency of Data

In accordance with the principles of transparency and open research, we declare that all data and materials used in this study are available upon request.

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Authors' Contributions

All authors equally contribute to this study.

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