



Exploring Volunteer Satisfaction at Jakabaring Sport City Palembang: A Case Study of Sport

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ABSTRACT

Palembang City is considered to have met the criteria to become a leading service center for *sports tourism*, supported by the *Jakabaring Sport City (JSC) sports venue in Palembang City which is in an area that is integrated with each other*. The success of organizing an *event* is the responsibility of many parties, especially the organizers of activities that are closely related to *the event organizer*. *Event organizers* are parties who play an important role in coordination and communication with various *stakeholders, suppliers'* one of which is the need for additional manpower to support the smooth running of an event. The task of these workers is to do technical work, they are recruited to be part of the success of the *event*. This additional workforce is also referred to as volunteering or *volunteering*.

Some behaviors or actions that are not planned and applied properly by *the organizer* to *volunteers* indirectly make *volunteers* feel disturbed and cause discomfort. This also certainly affects satisfaction and reduces their motivation in *volunteering*, and will also affect the *events* that take place, for that it is important to learn about one's interests and understand one's satisfaction in *volunteering*. In this study, researchers tried to provide an overview of *Volunteer Satisfaction* in the implementation of the Palembang Triathlon 2020 event which was held at the *sports tourism destination* Jakabaring Sport City Palembang. This study used descriptive quantitative methods and 136 volunteer respondents as samples. This research results that *volunteers* who take part in this event are satisfied with what they expect from *event management* who organize or manage *volunteers* during the event and affect their decision to return to volunteering, so that this can be a sustainability.

Keywords: *Volunteer, Event Management, Human Resources, Sport Tourism Destination.*

1. INTRODUCTION

Sea Games 2011, Asian Triathlon Championship 2017, Asian Games 2018, Palembang Triathlon 2020 and a line Event International scale sports have been held in Indonesia, precisely in Palembang City, Event Sports themselves are part of *Special Event* that is *Leisure Event* is a category *Event* which has experienced many developments in sports activities based on elements of competition and can bring in many visitors (Noor, 2013). The rise of various implementations *Event* sport (*sports events*) From national to international scale making industrial development *Event* in Palembang City continues to increase

Palembang City is considered to have met the criteria to become a leading service center for sports tourism (*Sports Tourism*), supported by the *Jakabaring Sport City (JSC) sports venue in Palembang City which is in an area that is integrated with each other, and has sports facilities with international standards that are very adequate to be used as an international scale sports event venue.* The successful implementation of a *Event* It is the responsibility of many parties, especially the implementers of activities that are closely related to *Event organizer*. *Event organizer* is a party that plays an important role in coordination and communication with various *stakeholders, suppliers'* and contractors (W.G.Hind, 2019). On the occasion of a *large international event, namely the Palembang Triathlon 2020 sports event held in Palembang City, PT Merah Putih 13 joined as a supporting local event organizer who arranged various things, one of which was the need for additional manpower to support the smooth running of an event. The task of these workers is to do technical work, they are recruited to be part of the success of the event.*

This additional workforce is also referred to as volunteering or *Volunteer* People who voluntarily join an organization to help by giving their energy, mind, and physical existence, to achieve a goal in an organization. Work *Volunteer* different from *paid staff, Volunteer* have commitments that are not permanent or only temporary and not bound as they should *paid staff*. On maintenance *Event* large by number *Volunteer* which is a lot, *volunteer* They may leave their jobs before the stipulated time and this will make it difficult *paid staff (organizer)* to run *Event* which is ongoing though *Volunteer* will greatly assist the implementation of the implementation of a *Event*.

Based on preliminary survey data conducted by researchers to 100 sports *volunteers*, it can be concluded that they are not really satisfied with what they feel when working with *organizers*. When organizing a sports *event*, the perception of dissatisfaction felt is influenced by various things during the *volunteering period*

Some behaviors or actions that are not planned and applied properly by *the organizer to volunteers* indirectly make *volunteers* feel disturbed and cause discomfort. This also certainly affects satisfaction and reduces their motivation in *volunteering*, and will also affect the *events* that take place, for that it is important to learn about one's interests and understand one's satisfaction in *volunteering*. Creating and maintaining conditions that affect satisfaction *Volunteer* Sporting events are very important in ensuring the success of an event, and service of service *Volunteer* What's Sustainable in Future Events (Farrell, Johnston and Twynam 1998, Gina Pauline, 2011). Whereas, failure to maintain *Volunteer* not only has a bad impact on *Event* which is organized, but also requires *Event Organizer*

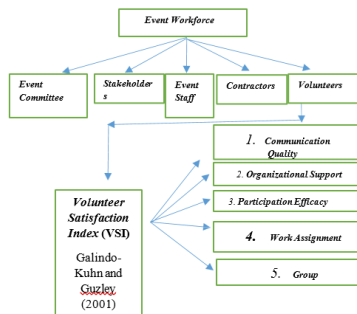
to make more efforts to recruit and train *Volunteer* new (Cheung, F. Y., Tang, C. S., & Yan, E. C., 2006). For this reason, it is necessary to conduct research that identifies how satisfied *volunteers* are with the experience they get when collaborating with PT Merah Putih 13. Through the identified satisfaction factors, PT Merah Putih 13 can know, consider, and improve several components that become volunteer satisfaction factors to always be maintained, as well as input in managing and designing strategies to retain *volunteers*, when working with them. Therefore, this study aims to identify various factors that affect satisfaction volunteer, through Volunteer Satisfaction Index designed by Galindo-Kuhn and Guzley (2001). Covering five dimensions namely, communication quality, organizational support, participation efficacy, work assignment, and group integration, by identifying this dimension of satisfaction factors, Event Organizer It will be helpful in evaluating management Volunteer that they implement, provide facilities and support commitments volunteer. Based on the explanation above, the researcher took the title *“Exploring Volunteer Satisfaction at Jakabaring Sport City Palembang :A Case study of Sports Event Palembang Triathlon 2020”*

2. METHODOLOGY

This study adopted a descriptive quantitative approach to investigate volunteer satisfaction at the Palembang Triathlon 2020, an event held at Jakabaring Sport City in Palembang, Indonesia. The target population comprised all volunteers at the event; 136 of them completed the survey. Data were gathered through a structured questionnaire that asked respondents about various facets of their volunteering experience.

Volunteer satisfaction was assessed using the Volunteer Satisfaction Index (VSI), a standardized instrument developed by Galindo-Kuhn and Guzley (2001). This index measures satisfaction across five key dimensions of the volunteer experience: the quality of communication, the level of organizational support, the volunteer’s sense of participation efficacy, the clarity of volunteers’ roles and the distribution of their tasks, and the degree of group integration. By examining satisfaction in each of these areas, the study aimed to pinpoint which aspects of the experience most strongly influenced overall volunteer satisfaction, thus providing evidence-based insights for event organizers on how to enhance volunteer management practices. Overall, this methodological framework provided a quantitative assessment of how well the event met volunteers’ expectations in each domain. It also made it possible to determine whether volunteers with higher satisfaction were more likely to volunteer again in future events.

Picture 1. Conceptual framework



3. FINDINGS AND DISCUSSION

The study involved 136 volunteers who participated in the Palembang Triathlon 2020, and their responses were analyzed using the Volunteer Satisfaction Index (VSI), which includes five key dimensions: communication quality, organizational support, participation efficacy, work assignment, and group integration. The descriptive analysis yielded the following results:

Table 1. Result Mean Score

Dimension	Mean Score	Interpretation
Communication Quality	4.16	High
Organizational Support	4.23	High
Participation Efficacy	4.17	High
Work Assignment	4.26	Very High
Group Integration	4.24	Very High
Overall Satisfaction	4.21	High

Note: Scores based on a Likert scale from 1 (Very Dissatisfied) to 5 (Very Satisfied).

These scores indicate a generally positive volunteering experience. The highest-rated dimension was Work Assignment ($M = 4.26$), suggesting that volunteers felt their responsibilities were clearly defined and fairly distributed. This finding reflects the importance of role clarity in reducing operational confusion during events and is in line with literature emphasizing task structuring as a key element of volunteer satisfaction.

Group Integration ($M = 4.24$) also received strong ratings. Many respondents reported a sense of camaraderie and cohesion among fellow volunteers, which enhanced their enjoyment and motivation. The importance of interpersonal connection in volunteer engagement cannot be overstated, as it fosters shared purpose and emotional support. Organizational Support ($M = 4.23$) ranked similarly high. Volunteers felt acknowledged and supported by the organizing team (PT Merah Putih 13), indicating that efforts to value volunteers—whether through supervision, feedback, or logistical support—were well-received and effective in boosting morale.

The dimensions of Participation Efficacy ($M = 4.17$) and Communication Quality ($M = 4.16$) also scored highly. Respondents believed their contributions were meaningful and impactful, and they expressed satisfaction with how information and instructions were conveyed. Effective communication is particularly critical in fast-paced event settings, and these results affirm that the organizers succeeded in minimizing ambiguity. Overall, the mean score across all dimensions was 4.21, confirming that volunteer satisfaction levels were solidly in the “high” category. Importantly, a qualitative follow-up revealed that many volunteers expressed an interest in returning for future events, indicating strong retention potential—a key consideration for sustaining human resource strategies in event-based tourism. These findings substantiate the relevance of the VSI model (Galindo-Kuhn & Guzley, 2001) and demonstrate that satisfaction is shaped by both logistical and relational elements. From a managerial perspective, the data underscore the necessity for organizers to invest in clear role definitions, effective communication, social bonding initiatives, and volunteer recognition efforts to build loyalty and continuity in volunteer engagement.

4. CONCLUSION

The findings of this study underscore the multifactorial nature of volunteer satisfaction in the context of large-scale sports events. Drawing on empirical data from the Palembang Triathlon 2020, the research reveals that five key dimensions—communication quality, organizational support, participation efficacy, work assignment, and group integration—jointly shape the quality of the volunteer experience. Each of these factors contributes not only to the immediate effectiveness of volunteer engagement but also to volunteers' willingness to participate in future events. Of particular note is the strong performance in the areas of task clarity and social cohesion, suggesting that volunteers place high value on both structured coordination and interpersonal connection. These insights affirm the importance of designing volunteer management strategies that extend beyond logistical planning and encompass relational dynamics and motivational reinforcement.

The study supports the applicability of the Volunteer Satisfaction Index (VSI) as a practical diagnostic tool in the Indonesian event tourism context. Furthermore, the findings provide actionable guidance for organizers and stakeholders seeking to enhance volunteer retention and operational success through targeted improvements in communication, support systems, and role alignment. As sports tourism continues to grow in significance, especially in regions like South Sumatra, the ability to sustain a motivated and satisfied volunteer base will be critical. Investing in the volunteer experience is not merely a matter of operational efficiency—it is a strategic imperative for ensuring the long-term viability of destination-based event initiatives.

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