



Category: Arts and Humanities

ORIGINAL

Motivation Toward Volunteerism in Flood Disaster Relief

Motivación hacia el voluntariado de ayuda tras las inundaciones

Nur Hafizah Md Akhir¹  

¹Universiti Utara Malaysia, Sintok, Kedah, Malaysia.

Cite as: Md Akhir NH. Motivation Toward Volunteerism in Flood Disaster Relief. Salud, Ciencia y Tecnología - Serie de Conferencias. 2024; 3:1040. <https://doi.org/10.56294/sctconf2024.1040>

Submitted: 22-01-2024

Revised: 03-04-2024

Accepted: 17-08-2024

Published: 18-08-2024

Editor: Dr. William Castillo-González 

ABSTRACT

Introduction: natural disasters could threaten both country and human capabilities and it can be translated in various forms such as earth quakes, floods and landslides. Although Malaysia is a not country within the volcano circle, it is still exposed to other forms of natural disaster including floods. It is reported that between 2014 and 2019, floods are among the highest disasters happened in Malaysia. However, the mitigation process in disaster management is reportedly less effective and this is due to various factors including the lack of volunteerism among people or community. Therefore, this study aims to understand the underlying motivation people involving in volunteerism towards mitigating flood disaster in the country.

Method: an inductive qualitative approach using purposive sampling among 27 respondents to meet the objective of this study.

Result: the findings revealed that the six underlying factors that motivate respondents towards flood mitigation volunteerism which are i) self-interest, ii) family, iii) friends, iv) environment and, v) religion.

Conclusion: from the policy perspective, this study sheds the light for the governing bodies in designing comprehensive package (training, development and remunerations) for a successful volunteerism program. While, practically the understanding on the underlying motivation towards volunteerism are beneficial, not only to produce volunteers who are more prepared but also helpful for volunteers to continue to stay in the field of volunteerism.

Keywords: Volunteerism; Motivation; Flood Relief; Natural Disaster.

RESUMEN

Introducción: las catástrofes naturales pueden amenazar tanto al país como a las capacidades humanas y pueden traducirse en diversas formas, como terremotos, inundaciones y corrimientos de tierra. Aunque Malasia no es un país dentro del círculo volcánico, sigue estando expuesta a otras formas de desastres naturales, incluidas las inundaciones. Se ha informado de que entre 2014 y 2019, las inundaciones se encuentran entre los mayores desastres ocurridos en Malasia. Sin embargo, el proceso de mitigación en la gestión de desastres es, según los informes, menos eficaz y esto se debe a varios factores, incluyendo la falta de voluntariado entre la gente o la comunidad. Por lo tanto, este estudio tiene como objetivo comprender la motivación subyacente de las personas que participan en el voluntariado para mitigar el desastre de las inundaciones en el país.

Método: un enfoque cualitativo inductivo utilizando un muestreo intencional entre 27 encuestados para cumplir con el objetivo de este estudio.

Resultados: los resultados revelaron que los seis factores subyacentes que motivan a los encuestados hacia el voluntariado de mitigación de inundaciones son: i) el interés propio, ii) la familia, iii) los amigos, iv) el medio ambiente y v) la religión.

Conclusiones: desde el punto de vista de las políticas, este estudio arroja luz a los órganos de gobierno a la hora de diseñar un paquete completo (formación, desarrollo y remuneración) para que el programa de voluntariado tenga éxito. En la práctica, la comprensión de la motivación subyacente hacia el voluntariado es beneficiosa, no sólo para producir voluntarios más preparados, sino también para que los voluntarios continúen en el campo del voluntariado.

Palabras clave: Voluntariado; Motivación; Ayuda en Inundaciones; Catástrofe Natural.

INTRODUCTION

Based on statistics from the Disaster Management Agency, Malaysia⁽¹⁾ statistics by type of disaster from 2014 to 2019 show that floods are among the highest disasters occurring in Malaysia, followed by landslides, typhoons and flash floods. Monsoon floods usually occur from the northeast monsoon direction which appears from November to March with heavy rainfall in the East Coast of Peninsular Malaysia, Northern Sabah and Southern Sarawak.⁽²⁾ Malaysia's east coast states of Kelantan, Terengganu and Pahang are considered to be the most affected by floods.⁽³⁾ During disasters in Malaysia, various humanitarian and voluntary agencies will respond to help the government deal with and recover disaster victims.⁽⁴⁾ Volunteers are a group of individuals with diverse backgrounds, demographics, careers, and different training and experiences in disaster relief.⁽⁵⁾ Meanwhile motivation is a process that involves strength and perseverance that has influenced individuals to achieve an expectation.⁽⁶⁾ The motivation stated in this study is the factor or drive that influences individuals to get involved in the field of volunteerism. Motivation is important to identify to get self-satisfaction and help increase the productivity of something done.⁽⁷⁾ Low volunteer motivation can cause volunteers to leave the organization early. Therefore, it is important that these volunteer motivations are identified to help prepare volunteers before carrying out disaster tasks. Among the key challenges to ensuring the resilience and strength of volunteers in disaster preparedness is consistent motivation.⁽⁸⁾ Volunteers who are unable to achieve expectations in the field of volunteerism or the organization is unable to provide what is required will contribute to the stress that causes the motivation of volunteers to be disturbed so that they leave the field of volunteerism.⁽⁹⁾ For example, the factor that causes the motivation of volunteers to be disrupted to the point of making volunteers leave the field of volunteerism is the need for insufficient training.⁽¹⁰⁾ Based on the past studies, most of the research papers discuss the motivation of Malaysian volunteers in general, while gathering information related to the motivation of involvement disaster volunteers is also an important matter needed to design volunteer preparedness assistance programs and help reduce the impact of disasters in the future. The international level, expectations for the role of volunteers in disaster risk reduction and disaster management

are increasing compared to past years.⁽¹¹⁾ Moreover, the importance to gauge the real motivational factors and understanding of the field of volunteering are important to identify so that volunteers can deepen the meaning of true volunteering. Understanding the importance of volunteer motivation can not only produce volunteers who are more prepared but also can help volunteers to continue to stay in the field of volunteerism. Therefore, this study focuses on identify the factors that motivate people's involvement in flood disaster volunteerism in Malaysia.

METHOD

In this study, the researcher used a qualitative study and case studies as qualitative research type. The researcher's justification for choosing this qualitative method is because the qualitative studies can provide opportunities for researchers to build experience by engaging in research situations and exploring the resulting value.⁽¹²⁾ Thus, researchers are able to understand more deeply the study by directly engaging and exploring the phenomenon of the study conducted.⁽¹³⁾ In conducting this study, the researcher has chosen an inductive approach because the inductive approach is the process of analyzing raw data in detail to produce a concept, theme or model based on the researcher's evaluation.⁽¹³⁾ In addition, the main purpose of the inductive approach is to construct research results based on the emergence of dominant and significant themes from raw data without interference from structured methodologies.⁽¹⁴⁾ This statement explains that an inductive approach plays a role in qualitative studies. Furthermore, this study requires extensive exploration and understanding of the motivations of flood disaster volunteers.

Since this study is a qualitative study, the data sources obtained triangulated, i.e. the researcher has used more than one data source, namely in-depth interviews and document analysis. The use of more than one data sources contributed to the validity of the study where the researchers interviewed volunteers to answer the study questions and the analysis of the documents supported the data sources from the interviews conducted.⁽¹⁵⁾ In-depth interviews were selected to obtain in-depth information and meet the questions and objectives

of the study. Therefore, interviewed was conducted face-to-face individually to ensure that the researcher focused on the respondent's information. Thus, a semi-structured interview technique as research instrument has used by the researcher in this study.

In this study, the researchers chose the Malaysian Social Welfare Department (JKMM) in the Kelantan, Kota Bharu district as the location of the study. Based on past studies, Kelantan is one of the most affected states by floods almost every year with an increasing frequency that affects almost one-third of the state's population.⁽¹⁶⁾ In addition, the geographical features of Kelantan with unplanned basins and flood plains as well as proximity to the South China Sea make Kelantan vulnerable to annual monsoon floods.⁽²⁾ Based on the statistics of the number of flood victims in 2016 and 2017, Kelantan has recorded the highest number of evacuees compared to other states with 40,263 victims.⁽¹⁷⁾ Based on the statistics of flood disasters that occurred in the state of Kelantan, it can be clearly seen that the victims in the Kota Bharu district need more humanitarian assistance from JKMM volunteers, especially volunteers from the Kota Bharu district since the JKMM in the Kota Bharu district is the capital of the state of Kelantan who are responsible and play an important role in mobilizing JKMM volunteers throughout the state. Therefore, it is clear that JKMM Kota Bharu district is a relevant study location for researchers to obtain in-depth information related to this research issue. The researcher has also contacted the Kota Bharu JKMM Officer from the Disaster Management Division to ensure that the required volunteer samples are available at the Kota Bharu District JKMM. It is reported that a total of 40 volunteer members registered at JKMM Kota Bharu have been involved in the relief of the flood disaster that occurred in the past years.

In this study, a purposive sampling technique is exploited in order to select the respondents (volunteers) who meet the criteria that have been set to obtain information that is in line with the objectives of the study. Sampling aims to emphasize in-depth understanding and help researchers identify the importance of the study based on the objectives of the study.⁽¹⁸⁾ This is consistent with other studies which highlighted the selection of sampling criteria is intended to be influenced by the goals of the study to be conducted.⁽¹⁹⁾ This purposeful sampling has also helped researchers determine the validity and reliability of the study so as not to deviate from the actual objectives of the study. The respondents in this study consist of flood disaster volunteers from Malaysian Social Welfare Department (JKMM) Kota Bharu district, Kelantan. The criteria for selecting respondents in the study are as follows:

1. Respondents are flood disaster volunteers registered under the Malaysian Social Welfare Department (JKMM).
2. Respondents are 18 years old and above.
3. Respondents consisted of female or male volunteers.
4. The respondent must be a JKMM volunteer who is active in flood disaster relief.
5. Respondents have experience in being involved in flood disaster relief at least once.
6. Respondents agree to participate in conducted interviews

A number of 27 respondents (or volunteers) were interviewed who had been involved in flood disaster relief. The number is justifiably sufficient to answer the research objectives thus, meeting the study's objectives. It is claimed that in a qualitative study, the number of samples is not a question but rather the density of information obtained is much more important and needs to be given priority.⁽²⁰⁾ The researchers have estimated that the number respondents is among 30 volunteers involved in flood disaster relief. However, after twenty-five (25) interview sessions conducted, the researchers found that there was a repetition of the theme. To confirm that the researchers had reached the saturation level, the researchers conducted two subsequent interview sessions to ensure that no new themes were added and completed 27 respondents.

RESULTS

Respondents Demographic

The age category of the respondents involved was between 38 years old and 65 years old. The majority of the respondents involved were women. Next is the marital status, 23 respondents are married, while 3 respondents are single mothers and one respondent is single. Next is employment, the majority of which are seven respondents working as headmen (penghulu), five respondents doing business, three respondents were the Chairman of the Federal Village Development and Security Committee (JKKKP), a Secretary of the Residents' Housing Committee (JKPP), a medical assistant, an assistant supermarket manager, a tailor, a contractor, a babysitter, a massager, and five respondents who were not working.

Factors that Motivate Volunteers to be Involved in the Field of Volunteerism

Self - Desire Factor

According to R3, he has his own desire to help the who need it. Furthermore, the respondent's Village Headman trusted him to be involved in volunteering because of his light-hearted and helpful attitude. Respondents also stated that respondents like to engage in social activities such as volunteering and self-desire

which causes respondents to be involved in the field of volunteerism.

Meanwhile, R5, respondents have been involved in volunteering since they were young. Upon completion of the school session, the respondent will help the elderly in his village. Among the volunteer work done are transporting water into the crockpot, washing the house and sweeping the garbage. Although at that time the landlord would give a wage of 20 cents (RM 0,20), the respondents considered that their interest in volunteering began at a young age. Starting from there, the respondent continued to be active until he was known by the villagers as an individual who was diligent in helping.

Similar with R15, respondents stated that self-desire was a factor for respondents to be involved in the field of volunteerism. This is because the respondents are from among those who live simply. Therefore, respondents felt that it was easier to delve into the hearts of the less fortunate. Respondents will also save special savings to buy necessities and distribute them to clients under the supervision of JKMM. The respondent only worked for a wage to sew clothes and her husband also worked at a supermarket. However, it is the self-desire that motivates respondents to help and share sustenance with those in need.

Next is R20, the respondent is a headman. According to the respondents, before assuming the position of chief, the respondents liked to visit and help the less fortunate. When assigned as a headman, respondents began to be interested in and involved in the field volunteerism. The respondent added that helping the needy is his soul. The following are the statements of 4 respondents out of a total of 27 respondents who stated that the self-desire factor has motivated them to be involved in the field of volunteerism.

Family Factor

According to R5, both parents of respondents often set a good example by having a helpful attitude. In addition, the respondent's family also took care of his elderly grandmother. Therefore, respondents are easily touched when they see the elderly in need of help. Respondents will help as best they can. The respondent also stated that the attitude of his parents had motivated the respondent to engage in volunteer work.

Meanwhile, R10 stated that the involvement factor of the respondent's sister had motivated the respondent to be involved in the volunteer field. Respondents' sisters often encourage respondents to continue to be involved and in the field of volunteerism. The advantage of volunteering under JKMM makes it easier for respondents to help the village community. The respondent added that the respondent was more comfortable doing volunteer work as his sister was always with him.

In contrast to R18, respondents considered the sacrifice of not continuing their education to take care of their father who was suffering from a stroke as a volunteer work that was quite meaningful. In addition to taking care of his father, the respondent also helped his younger siblings who were still studying at the university. Currently, all the respondents' siblings have held positions as school teachers.

The respondent also explained that since he was a child, the respondent had started helping his family and was involved in volunteer work. The following are the statements recorded from the interviews conducted prompting family factor as their key of motivation. Three out of total six respondents claimed that family factors have motivated them to be involved in the field of volunteerism.

Friends Factor

According to R4, respondents are happy to be able to gather with fellow volunteers to carry out volunteer duties. This is because, apart from doing small business at home, respondents also have the opportunity to get out of their usual activities by doing volunteer work. The respondent added that the outdoor activities carried out are not a wasted thing but rather a charitable work that brings many benefits.

As for R12, at first, he made friends with volunteer members who often brought respondents to do volunteer work. Such as visiting the village area, gotong-royong washing the area and others. At that time, the age of the respondent's adult child made the respondent want to participate with other friends. Therefore, it was his friends who encouraged him to continue to be active in volunteer work.

Similarly to R21, the nature of friends who like to help makes respondents more enthusiastic to do volunteer work. He added that the friends who motivated him clearly had a deep interest and desire to help. As a village community, the respondents also like to get along because in this way the respondents can gather and meet friends and do beneficial activities. The following are the statements of three respondents out of a total of thirteen respondents who stated that the factor of friends as the driving force for respondents to be involved in the field of volunteering.

Environmental Factor

According to R11, the environmental factors of the respondents' undefended villages caused the respondents to be involved in the field of volunteerism. With the responsibility and role of volunteers, respondents can extend appropriate assistance to the village community. The respondents added that there are among the village community who still do not know the right channel to get help. Therefore, the respondents explained

that environmental factors had motivated the respondents to get involved in the field of volunteerism.

Furthermore, R23 stated that the respondents' involvement in the field of volunteerism is due to the fact that the respondents' environmental area is hit by floods almost every year. The flood incident has caused respondents to think about the steps that should be taken to help the village community. In addition, the incidence of disasters is increasing and cannot be solved due to several development factors so that areas that were previously not at risk of flooding are also affected.

Meanwhile, R25 stated that most of the elderly in the respondent villages were abandoned by children who had to work abroad. Especially for those who are old. Looking at such an environment, respondents took steps to get involved in the field of volunteerism so that respondents could reach out more easily.

In addition, R27 stated that the environmental conditions of the respondents' villages, most of whom are from the poor to the hardcore poor, have caused the respondents to be involved in the field of volunteerism. His desire and responsibility to help the less fortunate is his best action, in order to take care of the villagers. The following are the statements of four respondents out of a total of ten respondents who stated that environmental factors encourage the involvement of respondents in the field of volunteerism.

Religion Factor

According to R11, religion is the main factor for respondents to be involved in the field of volunteerism. Respondents stated that if charity work is not done sincerely, then the work is only in vain. The intention of the responders is to ease the burden of those who need help. In addition, respondents are also always grateful and confident that they will also receive help commensurate with what has been done. The respondent added that Allah S.W.T will help the respondent from various angles. Respondents cried when interviewed.

Meanwhile, according to R18, Allah's command to encourage people to always give alms is a factor that causes the respondents to be involved in the field of volunteerism. Respondents stated that the problem of poverty in the world cannot be solved. Although the respondents cannot afford to help financially, the respondents have the energy that can be used to help those in need.

Furthermore, R22, stated that the factor that caused the respondents to be involved in the field of volunteerism was because the respondents wanted to obtain rewards that could be used as supplies in the world to be used in the hereafter. Respondents did not feel burdened or expected any reward when carrying out volunteer work. But on the contrary, respondents are more concerned about the shares of the hereafter that will be obtained.

Similarly, R23, which stated that the religious factor was the main factor for respondents to engage in the field of volunteerism. As a Muslim, it is obligatory for respondents to extend assistance to those in need. The assistance is not only focused on flood victims but also on those in need such as fires, accidents and others. The following are the statements of four respondents out of a total of twenty respondents who stated that the religious factor has motivated the respondents to be involved in the field of volunteerism.

DISCUSSION

The first factor that motivate volunteers for flood mitigation volunteerism is the self-desire factor. Indeed, this self-desire is very much related to the altruism theory proposed by past studies.^(21,22) There are number of respondents in this study stated that the involvement factor of volunteers involved in the field of volunteerism is due to their own desire and deep interest in helping those in need. This is despite the prospects of going through challenges and obstacles in operating the mission. This is consistent with a study which highlighted that individuals often motivate themselves to get involved in the field of volunteerism based on certain interests, despite various potential challenges to go through.⁽²³⁾ In addition, the respondents in this study also stated that their desire and interest in helping since childhood has motivated them to be involved in the field of volunteerism in JKMM.

Volunteering is a social activity which to engage with volunteer activities.⁽²⁴⁾ It is further elaborated by the meaning of volunteer in Latin Voluns means 'choice' or Velle means 'will' which clearly explained that choice and willingness to help can determine the true meaning of volunteering.⁽²⁵⁾ This statement also clearly explains the meaning of volunteerism and the association among the self-desire factors that motivate the respondents in this study to be involved in the field of volunteerism. As a result of the analysis of this study, the researcher can see that the self-desire factor is a positive aspect that will affect the willingness of volunteers to help disaster victims. This is because respondents in this study who do disaster tasks willingly due to self-desire will be more willing than those who are forced to help. Self-intention and desire are positive effects on individuals to be involved in the field of volunteerism.⁽²⁶⁾ Individuals will be more motivated to do volunteer work if they have high desire and intention while low attitude and desire can lead to unpreparedness.⁽²⁶⁾ Therefore, this statement clearly states that self-desire is a factor for the respondents in this study to be involved in the field of volunteerism.

Next, the second factor is the family factor. The results of the study found that the respondents in this study

were involved in the field of volunteerism due to the motivation factor of family members. Family members are encouraged to get involved in volunteer organizations that other family members join and benefit them.⁽²⁷⁾ In addition, the respondents in this study also found that the role of their parents who like to do volunteer work also motivated the respondents to get involved in the field of volunteerism. Respondents have been educated since childhood to help each other's family members and always do kindness to their neighbor's. This attitude has been fostered so that the respondents are mature and directly has become a driver for the respondents to be involved in the field of volunteerism. Adults are motivated to be involved in the field of volunteerism with family members with the aim of becoming role models and conveying noble values.⁽²⁸⁾ The role of the respondents' parents in this study which is a role model for the respondents to be involved in the field of volunteerism can be related to the theory of social motivation, namely the theory of social learning.

The social learning theory from Bandura explains that parents can improve their children's prosocial behavior by modeling such behavior.⁽²⁹⁾ Parents who encourage their children to be involved in volunteerism should also be involved in volunteerism. Therefore, this statement clearly describes the role of the respondent's parents as a good role model that has influenced the respondent's prosocial behavior to be involved in the field of volunteerism. In addition, the transmission of noble values and attitudes stated is not limited to parents and children, but also affects husband and wife couples.⁽³⁰⁾ This statement is also in line with the results of this study, where there are respondents who also encourage their spouses to be involved in the field of volunteerism. There were also respondents who stated that the support and permission from family members, especially couples, can increase their enjoyment and readiness while doing volunteer work. The network of relationships that exist among family members that encourage respondents to engage in volunteer work clearly shows a connection with social motivation theory. Social impulses can influence the recipient's thinking and behaviour and it is driven through the context of concern, trust and respect for the individual.⁽³¹⁾

Next, the third factor is the friend factor. The results of this study found that peer factors such as the excitement of meeting fellow volunteers and doing volunteer work as a team motivated volunteers to be involved in the field of volunteerism. Social relationships can usually help encourage volunteer involvement either in the form of request or self-will.⁽²⁵⁾ In addition, the results of this study also found that respondents felt excited and happy when the field of volunteerism provided them with the opportunity to get to know new acquaintances, not only in their district but also in other districts and states. For example, during the 2014 flood disaster in Kelantan, many outdoor volunteer organisations were present to help existing volunteers. At that time, respondents stated that they were able to exchange knowledge and views related to assistance to victims.

The frequency of volunteering can increase the probability of individuals adding new contacts in volunteer organizations.⁽³²⁾ In addition, in this study, the respondents also explained that the good relationship between the volunteer members has strengthened the relationship between the respondents and friends. There were a number of respondents in this study who stated that before they were officially involved as JKMM volunteers, they started by participating in several activities carried out by JKMM volunteers. The cooperation factor from fellow volunteers at JKMM has motivated the respondents to get involved in the field of volunteerism. Furthermore, the helpful nature of friends led to respondents being more motivated to do volunteer work. A good and affective relationships between volunteer members can motivate them to maintain relationships and stay together.⁽³³⁾ Therefore, this statement clearly elaborates that friends are a factor in the respondent's involvement in the field of volunteerism.

Next, the fourth factor is the environmental factor. Volunteer services and assistance often provide ongoing support efforts for individuals and communities.⁽³⁴⁾ The results of this study found that environmental factors have motivated respondents to engage in volunteer work. The environmental factor in question was a sense of community among the respondents to help the villagers who were victims of the floods. The results of the study also found that the respondents in this study were sympathetic to the villagers affected by the flood disaster. The unmanaged situation of the villagers caused the respondents to express a sense of responsibility to be involved in the field of volunteerism and help the villagers in need. This statement is in line with the statement from previous studies that the factors that influence individuals involved in the field of volunteerism are environmental factors such as urban areas and neighborhoods.⁽³⁵⁾ In addition, the respondents in this study also stated that the majority of villagers in the respondent area are fishermen and have irregular incomes. The flood disaster has affected not only the villagers but also their property. Therefore, the respondents felt that by getting involved in the field of volunteerism, the respondents were able to extend the assistance provided by JKMM to the villagers. Indirectly, respondents also want to defend the fate of villagers who need welfare assistance. The motivation for individual involvement in volunteering and it turns out that the main motivation is to give something beneficial to society.⁽³⁶⁾

Social motivation plays a role in some volunteers, however religious motivation greatly influences volunteers to engage in volunteer work.⁽³⁷⁾ The results of the study found that the fifth factor of respondents in this study involved in the field of volunteerism was the religious factor. The results of the study found that the respondents

stated that the religious factor, which is doing good to fellow human beings, is one of the commands from God. Respondents are confident that their kindness and sincerity in helping flood victims will be rewarded with rewards. Respondents also explained that belief in religious factors causes respondents to engage in volunteer work. This is in line with most religions promote the principle of helping and loving fellow human beings and teach altruistic values.⁽²⁵⁾ The statement is also supported that cultural influences such as religious support for charity, national volunteer programs and the role of government and non-government organizations also influence the involvement of volunteers.⁽³⁸⁾ In addition, most of the respondents in this study stated that by participating in volunteer work, they can give alms as shares of the hereafter. However, not all of the respondents are financially capable. However, the respondents were of the opinion that by getting involved in the field of volunteerism, the respondents were able to give alms through energy assistance in helping flood victims. This religious factor has also taught respondents to be more grateful because there are still many people who need to be helped.

CONCLUSION

From this piece of study, it can be concluded that understanding the motivating factors of volunteers involved in the field of volunteerism is substantial. In this case, the five factors namely, i) self-desire, ii) family, iii) friends, iv) environmental and, v) religion offers opportunities for the government agencies particularly JKMM and other relevant organizations in assigning tasks that meet the interests of both volunteers and prospective volunteers.⁽³⁶⁾ These interests can indirectly help to increase the willingness of volunteers before dealing with disaster situations. Moreover, it is noteworthy to highlight that the awareness related to the social role that is a factor in the involvement of respondents in the field of volunteerism will also help volunteer readiness.⁽³³⁾ The aspects of socialization in organizations such as social relations among organization members are still poorly explored, however, these aspects can clearly affect the willingness of volunteers to continue their work.

REFERENCES

1. Portal bencana. Disaster Management Agency, Malaysia (NADMA); 2019. [Cite 2023 July 15]. Available from <http://portalbencana.nadma.gov.my/Portal/>
2. Khan, M. M. A., Shaari, N. A., Bahar, A. M. A., Baten, M. A., & Nazaruddin, D. A. Flood impact assessment in Kota Bharu, Malaysia: A statistical analysis *World Applied Sciences Journal*. 2014; 32(4): 626-634.
3. Tengku, S. A., Saodah, W., Aini, M. A. M., & Rizalawati, I. Exploring the use of social Media during the 2014 flood in Malaysia. 2015; 211:931-937
4. Azuddin, B., Shattri, M., & Hanum, H. An exploratory study on the voluntary organizations capability for emergency. Paper presented at the The World of UAV International Conference, Langkawi International Maritime and Aerospace Exhibition;2015.
5. Cristea, L. A., Legge, E., Prosperi, M., Guazzelli, M., David, D., & Gentili, C. Moderating effects of empathic concern and personal distress on the emotional reactions of disaster volunteers. *Disasters*. 2014;38(4):740-752.
6. Robbins, Stephen, P., & Judge, T. A. *Organizational Behavior*. New Jersey; Pearson Education;2015.
7. Andjarwati, T. Motivasi Dari Sudut Pandang Teori Hirarki Kebutuhan Maslow, Teori Dua Faktor Herzberg, Teori X Y Mc Gregor, Dan Teori Motivasi Prestasi Mc Clelland. *Jurnal Ilmu Ekonomi & Manajemen*. 2015; 1(1): 45- 54.
8. Ozerdem, A., & Jacoby, T. *Disaster Management and Civil Society: Earthquake Relief in Japan, Turkey and India*. London: L.B Tauris & Co Ltd;(2006).
9. Skoglund, A. G. Do Not Forget about Your Volunteers: A Qualitative Analysis of Factors Influencing Volunteer Turnover. *Health social work*; 2006.
10. Starnes, B. J., & Wymer, W. W. J. Conceptual Foundations and Practical Guidelines for Retaining Volunteers Who Serve in Local Nonprofit Organizations: Part II. *Journal of Nonprofit & Public Sector Marketing*. 2001; 9(1- 2): 97-118.
11. Blythe, M., Joshua, W., & John, H. The changing landscape of disaster volunteering: Opportunities, responses and gaps in Australia. *Natural Hazards*. 2016; 84(3): 2031-2048.

12. Corbin, J., & Strauss, A. *Basics qualitative research*. United States America: Sage Publications;2008.
13. Kamarudin, M. A., Kamarruddin, N. N. A., Ramli, A., & Murad, S.M.A. The challenges and issues faced by the new appointed academic staffs of the university in the emerging market. *International Journal of professional business Review*. 2023; 8 (10:e1158-e01158).
14. Braun, V. and Clarke, V. *Successful Qualitative Research: A Practical Guide for Beginners*. SAGE Publication; London; 2013.
15. Bans-Akutey A, Tiimub BM. Triangulation in research. *Academia Letters*. 2021 Aug 31;2:1-6.
16. Syed, H., & Tuan, P. R. Risiko dan cabaran penduduk dalam dataran banjir di lembangan saluran Kelantan. Paper presented at the International Seminar, Economic Regional Development, Law and Governance in Malaysia and Indonesia, Universiti Islam Riau Indonesia; 2010.
17. Department of Irrigation and Drainage Malaysia, DIDM. *Laporan Banjir Tahunan Bagi Tahun 2016/2017*; 2018.
18. Abaidah, Tunku Nur Atikhah Binti Tunku, Muhamad Ali Imran Bin Kamarudin, and Nur Nadia Adjrina Binti Kamarruddin. "The Model of Entrepreneurial Marketing (EM) Among Agropreneurs in the Emerging Markets: A Conceptual Framework 1." *UCJC Business and Society Review* 80. 2024: 160-209.
19. Kamarudin, M.A.I., Afendi, N.A., Mohamad, M. & Sufahani, S.F. Family-orientation training design in entrepreneurial training for family business small medium enterprises (SMEs): a measurement development. *Central Asia and The Caucasus*. 2021; 22(5):317-332.
20. Liamputtong, p., & Ezzy, D. *Qualitative research methods*. Melbourne Australia; Oxford University Press.2005;18.
21. Wolfe, A. What is altruism?. In *The nature of the nonprofit sector*. 2021;19:381-392.
22. Piatak, J. S., & Holt, S. B. Prosocial behaviors: A matter of altruism or public service motivation? *Journal of Public Administration Research and Theory*. 2020;30(3):504-518.
23. Jasmin, A. S., Turiman, S., Siti, R. A. H., & Ismi, A. I. Why youth choose to become volunteers: From the perspective of belief. *Athens Journal of Social Sciences*. 2015;2(1):51-64.
24. Einolf, C., & Chambre, S. M. Who volunteers? Constructing a hybrid theory. *International Journal of Nonprofit and Voluntary Sector Marketing*. 2011;16.
25. Leventhal, D. H. Altruism and Volunteerism: The perceptions of altruism in four disciplines and their impact on the study of volunteerism. *Journal For The Theory Of Social Behaviour*. 2009;39(3):271-299.
26. Sallam, A. A. A., Safizal, M., & Osman, A. The key drivers of volunteering intention among undergraduate Malaysian student. *International Journal of Economics, Commerce and Management*. 2015;3(2).
27. Becker, P. E., & Dhingra, P. H. (Religious involvement and volunteering: Implications for civil society. *Social of Religion*. 2001;62(3):315-335.
28. Littlepage, L., Obergfell, E., & Zanin, G. *Family Volunteering: An Exploratory Study of the Impact on Families*. Purdue University Indianapolis: School of Public and Environmental Affairs, Center for Urban Policy and the Environment.2003.
29. Bekkers, R. Intergenerational transmission of volunteering. *Acta Sociologica*. 2007;50(2): 99-114.
30. Nesbit, R. The influence of family and household members on individual volunteer choices. *Nonprofit and Voluntary Sector Quarterly*. 2012;42(6):1134- 1154.
31. Heaney, C. A., & Israel, B. A. Social networks and social support. In K. Glanz, B. K. Rimer & K.Viswanath

(Eds.), Behavior And Health Education: Theory, Research And Practice. 2008;4:189-207).

32. Prouteau, L., & Wolff, F. C. On the relational motive for volunteer work. *Journal of Economic Psychology*. 2008;29:314-335.

33. Hidalgo, M. C., & Moreno, P. Organizational socialization of volunteers: The effect on their intention to remain. *Journal Of Community Psychology*.2009;37(5);594-601.

34. Snyder, M., & Omoto, A. Volunteerism: Social issues perspectives and social policy implications. *Social Issues and Policy Review*. 2008;2(1):1-36.

35. Stukas, A. A., Snyder, M., & Clary, E. G. Understanding and encouraging volunteerism and community involvement. *The Journal of Social Psychology*. 2016;156(3):243-255.

36. Yoshioka, C. F., Brown, W. A., & Ashcraft, R. F. A functional approach to senior volunteer and non-volunteer motivations. *The International Journal Of Volunteer Administration*. 2007;24(5).

37. Clerkin, R. M., & Swiss, J. E. Religious motivations and social service volunteers: Motivations, satisfaction, and repeat volunteering. *Interdisciplinary Journal of Reseach on Religion*. 2013;9.

38. Ghose, T., & Kassam, M. Motivations to Volunteer Among College Students in India. *Voluntas:International Journal of Voluntary & Nonprofit Organizations*. 2014;25: 28-45.

FINANCING

No financing.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

AUTHORSHIP CONTRIBUTION

Conceptualization: Nur Hafizah Md Akhir.

Data curation: Nur Hafizah Md Akhir.

Formal analysis: Nur Hafizah Md Akhir.

Research: Nur Hafizah Md Akhir.

Methodology: Nur Hafizah Md Akhir.

Project management: Nur Hafizah Md Akhir.

Resources: Nur Hafizah Md Akhir.

Software: Nur Hafizah Md Akhir.

Supervision: Nur Hafizah Md Akhir.

Validation: Nur Hafizah Md Akhir.

Display: Nur Hafizah Md Akhir.

Drafting: Nur Hafizah Md Akhir.