The effect of voluntourist motivation on satisfaction, continued volunteering, and intention to recommend volunteering in Indonesia

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Abstract. Voluntourist motivation is an important factor that can influence satisfaction, continue volunteering, and intention to recommend in a non-profit organization in Indonesia. If the volunteer program does not meet expectations or fails to provide the experience expected by voluntourists, it will cause dissatisfaction. This study was conducted to determine the motivations of voluntourists in Indonesia and how they influence satisfaction, continue volunteering, and intention to recommend. This study is basic research with a quantitative approach. Respondent data was collected through Google Forms from a total of 220 people who had experience as volunteers in Indonesia. The data was then processed using the Partial Least Squares (PLS) approach using IBM SPSS 29 and SmartPLS 4 software. The results show that social ($\beta = 0.160$, p = 0.020), value ($\beta = 0.280$, p = 0.001), and environmental concern ($\beta = 0.280$, p = 0.004) are significant in relation to satisfaction, while career ($\beta = 0.062$, p = 0.384), enhancement ($\beta = 0.043$, p = 0.628), protective ($\beta = 0.072$, p = 0.394), and understanding ($\beta = 0.035$, p = 0.769) are not significant. Satisfaction is significant in relation to continuing volunteering ($\beta = 0.707$, p < 0.001) and intention to recommend ($\beta = 0.696$, p < 0.001).
Keywords: volunteer motivation, satisfaction, continue volunteering, intention to recommend

Introduction

The tourism sector in Indonesia continues to grow and make a significant contribution to the economy, environment, and socio-culture. As time goes by, a new trend known as voluntourism has emerged (Ngah et al., 2021). Voluntourism is a form of travel in which individuals voluntarily contribute to the environment and socio-culture without compensation, such as helping local communities and offering meaningful experiences. Tourists who participate in these activities are called voluntourists. Interest in voluntourism activities has increased along with public awareness of the importance of positive contributions to the environment and society. Voluntourists not only visit certain tourist destinations to enjoy the beauty of nature or local culture but also carry out various activities that benefit local communities and the surrounding environment, such as involvement in post-disaster rehabilitation, cleaning up the environment, or teaching children in remote areas. This trend is becoming increasingly popular, encouraging many people to participate and make a positive impact.

Along with the various benefits of voluntourism activities, studies in the volunteering literature remain limited. Recent reviews note that the field still concentrates heavily on antecedent motivations and broad participation patterns, with comparatively less cumulative evidence on what happens after the experience (Avolio et al., 2024). The existing literature has largely emphasized antecedent motivations to initiate participation, while giving comparatively limited attention to post-experience behaviors, particularly continuance and recommendation (Avolio et al., 2024). Although volunteering is undertaken without pecuniary motives, effective program management remains essential so that volunteers are willing to return and sustain their engagement (Chiu et al., 2024; Bajrami et al., 2023). Responding to this gap, the present study moves beyond a motivation-only focus and examines how positive behavioral responses must be measured and managed by the volunteer event management, especially in tourism-context (Polus & Carr, 2024).

In current literature, it is noted that voluntourists who feel motivated and whose goals are fulfilled tend to have higher levels of satisfaction, are more likely to be involved in the long term, and recommend the experience to others (Lorente et al., 2024). However, regarding satisfaction literature rarely tests a full pathway in which satisfaction mediates the effects of motives on two outcomes simultaneously, continuing to volunteer and recommending the program. Both are outcomes which represent positive post-experience behaviors. Therefore, this study aims to narrow a knowledge gap whether satisfaction transmits distinct motives equally to both outcomes or more strongly to one than the other.

Therefore, this study will discuss the influence of voluntourist motivations on satisfaction, continue volunteering, and intention to recommend. This study uses independent variables that include career, enhancement, protective, social, understanding, value, environmental concern, satisfaction, and dependent variables that include continue volunteering and intention to recommend. Building on prior works in Malaysia (Ngah et al., 2021) and China (Wu et al., 2018), the literature shows both convergence and divergence in result findings. Both studies agree that enhancement positively predicts satisfaction and that career does not. However, Ngah et al. (2021) find protective, understanding, and value to be significant antecedents of satisfaction, whereas these paths are not significant in Wu et al. (2018) conversely, Wu et al. (2018) report a significant effect of social on satisfaction, which Ngah et al. (2021) do not observe. Environmental concern significantly predicts satisfaction in Ngah et al. (2021) but is not examined by Wu et al. (2018) Further, Ngah et al. (2021) show that satisfaction significantly predicts continued volunteering and intention to recommend, relationships that Wu et al. (2018) do not test. These mixed findings underscore a gap that this study aims to address by testing the model in a different and diverse Indonesian setting.

Although both studies were conducted in Asian countries, cultural, social, and motivational aspects of voluntourism may differ significantly between Malaysia, China, and Indonesia. In Indonesia, volunteers often engage in community-based activities influenced by collectivist values and religious or humanitarian purposes, which may affect their satisfaction and behavioral intentions differently. Moreover, only a few studies have examined the role of environmental concern and intention to recommend as part of voluntourist motivation in Indonesia (Muda, 2025; Putri et al., 2025; Wijayanti et al., 2024). According to Iswara (2019), Indonesia is the country with the largest number of volunteers, as evidenced by a survey conducted by the Gallup Statistics Agency, which obtained 150,000 respondents in each of 146 countries around the world. Volunteering activities are triggered by various problems that often occur in Indonesia, such as natural disasters, lack of access to education and health care in remote areas, environmental damage due to climate change and human actions, and many more (Subitmele, 2024). Yet despite the scale and environmental salience of these activities, the academic literature on Indonesia remains lacking in explicating how environmental concern shapes pro-social cognitions. Existing studies either treat motivation broadly or focus only on participation levels without isolating the attitudinal pathway from environmental concern to intention (Pangaribuan, 2024; Wijayanti et al., 2024). This study addresses that gap by explicitly testing the environmental concern, satisfaction, and intention linkage within Indonesia's voluntourism context, thereby clarifying whether ecological values function as a distinct psychological driver of social works such as volunteering behavior.

Since volunteering is socially benefitting unpaid work, understanding what motivates individuals to participate, how motivation affects satisfaction, and how satisfaction shapes continued volunteering and recommendation intentions remains important. Therefore, in sum, this study aims to narrow gaps by contributing in fourfold contributions: (1) extending the literature beyond antecedent motivations by jointly examining continuance and recommendation as postexperience behaviors; (2) estimating a complete mediation pathway in which satisfaction links multiple motives to both outcomes and formally comparing the magnitude of the two indirect effects; (3) conducting a context-sensitive replication in

Indonesia, where collectivist and humanitarian frames may shift their salience; and (4) isolating and testing the mechanism linking environmental concern to satisfaction and, in turn, to intention, to determine whether ecological values operate as a distinct psychological driver in Indonesian voluntourism. This study concludes by offering managerial implications for measuring and managing voluntourist motivation.

Literature Review

Volunteer Tourist (Voluntourist)

According to Wearing and Neil (2015), a voluntourist is someone who travels for tourism and has the motive to provide positive benefits to the community and the surrounding environment. This concept combines tourism and social activities, where voluntourists work without compensation, meaning they make positive contributions based on their own intentions. Ngah et al. (2021) explain that voluntourists can be divided into two types: those who have planned activities and those who are spontaneous.

Voluntourists who already have planned activities usually seek information in advance about the location they will visit and then make a list of activities to be carried out, while spontaneous voluntourists usually carry out their activities without planning, such as when vacationing in a place and immediately participating in volunteer activities because they see various problems in that place. Their main motivations include altruism, concern for the environment, and a desire to expand their relationships.

Motivation for Voluntourism

Voluntourism is a combination of the words "volunteer" and "tourism," which means "volunteer" and "tourism" when translated into Indonesian. Meanwhile, the definition of voluntourism is a form of travel to actively contribute to the environment and socio-culture, such as helping others without compensation to improve the welfare of the local community and offering unique/meaningful experiences (Asy'ari, 2022).

Muhiddin (2018) explains that motivation is an internal drive to do activities or think about things with a purpose, usually consciously knowing what you want to achieve or unconsciously thinking or acting without fully realizing it. Therefore, motivation for voluntourism can be defined as someone who is driven by several factors to become a volunteer and visit a certain place with the aim of helping people in need without any reward (Cho et al., 2018).

Career

According to Deva et al. (2022), a career is defined as the advancement or development of a person's abilities to meet professional demands. Brockner et al. (2014) also explain that a life history filled with various activities proves that a person is more than just ready to face the world of work; this career will reflect how a person habitually carries out an activity. For example, if someone aspires to be a teacher or mentor, one activity that is suitable for career development is participating in teaching volunteer activities or becoming a volunteer teacher in remote areas.

According to Clary et al. (1998) in Ngah et al. (2021), the career function variable can be measured using the following indicators: (1) Volunteering can help me get the job I want; (2) I can build new relationships that have the potential to help my business or career; (3) Participating in volunteer activities allows me to explore various career options; (4) Volunteering will greatly support my success in my chosen profession; (5) Volunteering experience will add value to my resume.

Enhancement

Adhandayani and Takwin (2018) define enhancement as motivation that can make someone improve their knowledge, experience, and self-development. Martins et al. (2024) define enhancement as voluntourists who strive to improve their psychological development and increase their knowledge and experience gained through various activities. According to Clary et al. (1998) in Ngah et al. (2021), the enhancement function variable can be measured using the following indicators: (1) Being a volunteer makes me feel that my role is important in participating in this activity; (2) Participating in volunteer activities can increase my self-confidence; (3) Being a volunteer makes me feel needed; (4) Participating in volunteer activities makes me appreciate myself more; (5) Volunteering is an effective way to expand relationships.

Protective

Protective is a voluntourist who tries to minimize negative feelings such as guilt, excessive anxiety, or low self-esteem and temporarily shifts focus from these feelings by doing various activities (Aboramadan et al, 2019). Martins et al. (2024) define protective as the attitude of temporarily avoiding a problem and providing benefits to others to feel better.

According to Clary et al. (1998) in Ngah et al. (2021), the protective function variable can be measured using the following indicators: (1) Even though I am not feeling well, participating in volunteer activities distracts me from the problem for a moment; (2) Participating in volunteer activities does not make me feel lonely; (3) Being a volunteer does not make me feel guilty because I feel luckier to be able to help others; (4) Being a volunteer helps me overcome my personal problems; (5) Participating in volunteer activities allows me to forget my personal problems for a moment.

Social

Social refers to a group of individuals with different backgrounds and needs who interact with one another and aim to build and expand social relationships, fulfill social expectations, gain recognition from their peers, or improve their social status (Permanasuri, 2020). The existence of social functions enables society to learn about norms, rules, and discipline in life so that people are aware of boundaries and strive not to cross them to be accepted by the community.

According to Clary et al. (1998) in Ngah et al. (2021), the social function variable can be measured using the following indicators: (1) Many of my friends are volunteers; (2) People close to me want me to participate in volunteer activities; (3) People I know are interested in participating in community service activities; (4) My closest friends and family highly value community service; (5) Volunteering is an important activity for the people I know best.

Understanding

According to Astuti and Wicaksono (2014), understanding is a person's ability in the thinking process to know the meaning behind something. The study of the theory of understanding emphasizes the Volunteer Function Inventory (VFI) so that, based on the statement by Mendelson et al. (2010), it explains that a person becomes a volunteer to obtain benefits such as new knowledge through the learning process obtained from the activities they participate in and the opportunity to develop individual skills so that individuals become more motivated.

According to Clary et al. (1998) in Ngah et al. (2021), the variable of understanding can be measured using the following indicators: (1) I can learn more deeply about my goals; (2) Volunteer activities give me a new perspective on various things; (3) Through volunteer activities, I can learn various things directly; (4) I can learn how to interact with different kinds of people; (5) I can explore and understand my own strengths.

Value

According to Aboramadan et al. (2019), value is an altruistic value that exists within a person, such as prioritizing the interests of others, having compassion, and helping the less fortunate. According to Clary et al. (1998) in Ngah et al. (2021), value can be measured using the following indicators: (1) I care about the less fortunate; (2) I care deeply about the specific community I am helping; (3) I feel compassion for people in need; (4) I feel that helping others is important; (5) I can contribute to causes that are meaningful to me.

Environmental Concern

Based on the explanation by Satiti et al. (2023), environmental concern refers to individuals who care about environmental issues. Usually, individual awareness includes the understanding that environmental conditions are influenced by every human action/behavior. Human concern for the environment can lead to decisions to contribute to environmentally friendly practices. This statement is supported by Ngah et al. (2021), who explain that environmental concern refers to people who care about environmental issues. The higher the level of individual concern for the environment, the more motivated they will be to participate in volunteer activities focused on preserving the natural environment.

According to Zhang (2010), environmental concern can be measured using the following indicators: (1) I care about environmental preservation; (2) I am concerned about pollution issues in the surrounding environment; (3) I am concerned about air and water pollution in the city where I live; (4) I am concerned about excessive water use in the city where I live; (5) I care about environmental cleanliness and disadvantaged communities.

Satisfaction

According to Rahmadhani and Priyanti (2022), satisfaction is a positive feeling experienced when participating in an activity. To maintain satisfaction, the community must be able to provide services that meet individual expectations and goals. Maintaining a good reputation will give a good first impression and create trust for everyone who has just joined as a volunteer. According to Clary et al. (1998) in Ngah et al. (2021), satisfaction can be measured using the following indicators: (1) Overall, the experience of being a volunteer was very memorable for me; (2) Overall, the experience of being a volunteer was very memorable for me; (3) I feel that I have benefited greatly from the volunteer activity.

Continuing Volunteer

Based on previous research by Aseanty et al. (2022), continuing volunteer is involvement that becomes a volunteer repeatedly over a long period of time. Continuing volunteer explains how motivation, the role of supporting organizations, and initial experiences can influence the long-term involvement of voluntourists in voluntourism programs (Ngah et al., 2021). These continuous participants will have an impact on sustainable tourism because individuals continue to have a positive impact on the community and the surrounding environment.

According to Venkatesh (2012) in Ngah et al. (2021), continue volunteer can be measured using the following indicators: (1) I plan to participate in volunteer activities again; (2) I expect to participate in volunteer activities again in the near future; (3) I hope to have the opportunity to participate in volunteer activities again in the future.

Intention to Recommend

Intention to recommend is when someone intends to influence or invite others to participate in volunteer activities at non-profit organizations in Indonesia Susanti and Gunanto (2022), often through

word-of-mouth (WOM) promotion. In the context of VFI, a positive attitude towards the experience of being a volunteer, such as personal satisfaction, meaningful experiences, and having a positive impact on the local community, will increase a person's intention to recommend these activities to others. In addition, social influence from the people around them can also influence their recommendations. This statement is supported by Ngah et al. (2021), who say that if voluntourists are not satisfied with their experience, they will be hesitant to recommend it to others, which may discourage them from volunteering again.

According to Prayag et al. (2017) in Ngah et al. (2021), intention to recommend can be measured using the following indicators: (1) I will recommend volunteer activities to others; (2) I will convey positive things about volunteer activities to others; (3) I will encourage friends and relatives to become volunteers. Based on the literature review, this study tests nine hypotheses as shown in Figure 1:

H1: Career has a positive effect on voluntourist satisfaction.

H2: Enhancement has a positive effect on voluntourist satisfaction.

H3: Protective has a positive effect on voluntourist satisfaction.

H4: Social has a positive effect on voluntourist satisfaction.

H5: Understanding has a positive effect on voluntourist satisfaction.

H6: Value has a positive effect on voluntourist satisfaction.

H7: Environmental concern has a positive effect on voluntourist satisfaction.

H8: Satisfaction has a positive effect on Continue Volunteer.

H9: Satisfaction has a positive effect on intention to recommend.
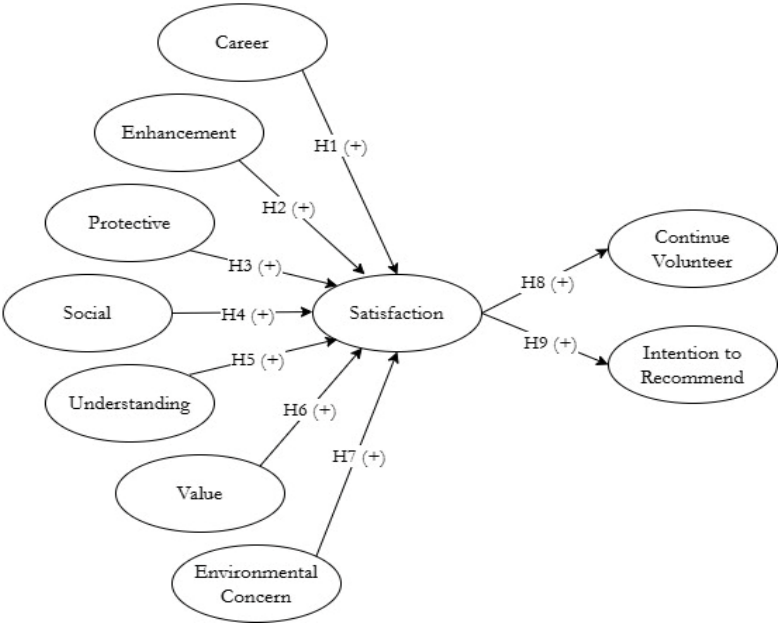
Figure 1. Research Framework

Research methodology

This study uses basic research aimed at testing, modifying, and updating existing theories (Rachmayani, 2015). The approach used is quantitative with a causal research method to identify the cause-and-effect relationship between variables (Sari et al., 2022). Variables and Measurement This study has ten variables: career, enhancement, protective, social, understanding, value, environmental concern,

satisfaction (independent variables), as well as continue volunteer and intention to recommend (dependent variables). Data were collected using an online questionnaire (Google Form) with a 7-point Likert scale (1 = Strongly Disagree to 7 = Strongly Agree). The research population consisted of voluntourists participating in non-profit organizations in Indonesia. The criteria for respondents were those who were at least 17 years old and had at least one volunteer experience. Based on the formula calculated by Hair et al. (2010), the minimum sample size required was 220 respondents. The data were processed using the Partial Least Squares (PLS) approach with IBM SPSS 29 and SmartPLS 4 software.

Findings

Table 1 presents the demographic characteristics of the respondents (N = 220). The data include information about the frequency of volunteering, age distribution, and gender of the participants. These characteristics provide an overview of the sample composition and help in understanding the background of the respondents who participated in this study

Table 1. Respondent Demographics (N=220)

Characteristics of Respondents		Number	Percentage
Frequency of *Volunteering*	1-2 times	116	52.7
	3-5 times	71	32.3
	6-9 times	12	5.5
	More than 10 times	20	9.1%
	Total	220	100%
Age	17 - < 24	160	72.7
	24 - < 40	49	22.3
	40 or older	11	5.0%
	Total	220	100
Gender	Male	118	53.6
	Women	102	46.4%
	Total	220	100
Profession	Student/University Student	133	60.5

	Entrepreneurs	20	9.1
	Civil servant	7	3.2
	Private sector employees	43	19.5
	Others	17	7.7
	Total	220	100%
Highest Level of Education	High School/ Vocational School/ Equivalent	142	64.5
	Diploma	12	5.5
	Bachelor	65	29.5
	Master's	1	0.5
	Doctorate	0	0
	Total	220	100

Table 2 presents the results of the outer model test, which includes the validity and reliability assessments of the measurement model. The analysis was conducted to ensure that each construct and its corresponding indicators meet the required standards of convergent validity and reliability.

Table 2. Validity & Reliability Test Results

Variable	Item	Factor Loadings (> 0.7)	AVE (> 0.5)	CR (> 0.7)
Career	C1	0.811	0.664	0.908
	C2	0.828		
	C3	0.853		
	C4	0.828		
	C5	0.749		
Enhancement	E1	0.789	0.676	0.912
	E2	0.856		
	E3	0.832		
	E4	0.824		
	E5	0.807		
Protective	P1	0.884	0.713	0.909
	P2	0.855		

Variable	Item	Factor Loadings (> 0.7)	AVE (> 0.5)	CR (> 0.7)
	P3	0.806		
	P5	0.832		
Social	S1	0.817	0.689	0.917
	S2	0.862		
	S3	0.862		
	S4	0.814		
	S5	0.792		
Understanding	U1	0.784	0.696	0.920
	U2	0.856		
	U3	0.837		
	U4	0.842		
	U5	0.851		
Value	V1	0.838	0.708	0.924
	V2	0.865		
	V3	0.812		
	V4	0.847		
	V5	0.846		
Environmental Concern	Env1	0.800	0.704	0.922
	Env2	0.863		
	Env3	0.882		
	Env4	0.752		
	Env5	0.889		
Satisfaction	Satis1	0.908	0.802	0.924
	Satis2	0.879		
	Satis3	0.899		
Continue with Voluntourism	CV1	0.931	0.803	0.924
	CV2	0.860		
	CV3	0.895		
Intention to Recommend	I1	0.891	0.816	0.930
	I2	0.919		
	I3	0.900		

Table 2 shows that all indicators in the variables used in this study are valid and reliable because each value meets the cut-off, except for indicator P4, which has a loading factor of 0.700. Therefore, indicator P4 was removed because it was not suitable for use as it did not meet the cut-off value.

Tables 3 and 4 show the results of Fornell Fornell-Larcker Test and Cross Cross-Loading Test. Table 3 shows that the value of one variable is greater than the other variables. This indicates that each

variable has its own uniqueness and clearly shows that there are differences or no overlapping variables. Table 4 shows that the cross-loading value in this study is greater than 0.5, so it can be said that the indicator can clearly explain a certain construct and not explain other constructs.

Table 3. Results of the Fornell Larcker Test

	C	CV	E	Env	I	P	Satis	S	U	V
C	0.815									
CV	0.495	0.896								
E	0.621	0.542	0.822							
Env	0.459	0.496	0.673	0.839						
I	0.545	0.636	0.672	0.661	0.903					
P	0.631	0.598	0.695	0.573	0.606	0.845				
Satis	0.531	0.707	0.638	0.689	0.696	0.613	0.895			
S	0.560	0.698	0.521	0.448	0.594	0.613	0.576	0.830		
U	0.618	0.512	0.732	0.754	0.678	0.683	0.673	0.564	0.834	
V	0.561	0.624	0.748	0.760	0.703	0.680	0.733	0.606	0.780	0.842

Table 4. Cross Loading Test Results

	C	CV	E	Env	I	P	Satis	S	U	V
C1	0.811	0.405	0.466	0.369	0.436	0.471	0.425	0.471	0.449	0.423
C2	0.828	0.421	0.510	0.313	0.380	0.559	0.453	0.493	0.515	0.455
C3	0.853	0.429	0.548	0.368	0.463	0.536	0.451	0.466	0.525	0.447
C4	0.828	0.438	0.496	0.365	0.445	0.484	0.383	0.469	0.453	0.417
C5	0.749	0.325	0.503	0.454	0.496	0.509	0.439	0.382	0.564	0.537
CV1	0.431	0.931	0.507	0.463	0.582	0.549	0.698	0.631	0.471	0.593
CV2	0.456	0.860	0.446	0.402	0.563	0.508	0.532	0.674	0.385	0.501

	C	CV	E	Env	I	P	Satis	S	U	V
CV3	0.450	0.895	0.498	0.462	0.569	0.549	0.654	0.584	0.510	0.574
E1	0.518	0.488	0.789	0.489	0.467	0.539	0.473	0.459	0.548	0.559
E2	0.533	0.450	0.856	0.597	0.562	0.645	0.568	0.402	0.649	0.615
E3	0.537	0.508	0.832	0.541	0.595	0.582	0.519	047 6	0.581	0.599
E4	0.466	0.426	0.824	0.540	0.587	0.558	0.527	0.472	0.575	0.650
E5	0.499	0.362	0.807	0.592	0.544	0.526	0.529	0.341	0.650	0.646
Env1	0.368	0.415	0.528	0.800	0.496	0.451	0.593	0.385	0.650	0.651
Env2	0.422	0.375	0.559	0.863	0.539	0.496	0.560	0.337	0.673	0.663
Env3	0.401	0.393	0.614	0.882	0.556	0.494	0.542	0.327	0.671	0.671
Env4	0.299	0.410	0.464	0.752	0.507	0.404	0.490	0.356	0.476	0.492
Env5	0.422	0.477	0.640	0.889	0.655	0.542	0.678	0.445	0.672	0.689
I1	0.490	0.553	0.577	0.547	0.891	0.497	0.602	0.549	0.577	0.622
I2	0.487	0.571	0.618	0.624	0.919	0.586	0.653	0.509	0.653	0.641
I3	0.501	0.600	0.624	0.616	0.900	0.557	0.630	0.552	0.605	0.643
P1	0.561	0.608	0.567	047 0	0.508	0.884	0.587	0.554	0.567	0.585
P2	0.544	0.519	0.634	0.543	0.606	0.855	0.557	0.561	0.638	0.603

	C	CV	E	Env	I	P	Satis	S	U	V
P3	0.467	0.405	0.592	0.461	0.453	0.806	0.459	0.439	0.544	0.546
P5	0.558	0.462	0.558	0.457	0.468	0.832	0.447	0.515	0.555	0.562
Bachelor	0.457	0.625	0.314	0.288	0.402	0.480	0.503	0.817	0.367	0.413
S2	0.450	0.562	0.359	0.307	0.443	0.473	0.451	0.862	0.432	0.453
S3	0.472	0.638	0.431	0.346	0.479	0.556	0.453	0.862	0.450	0.474
S4	0.473	0.578	0.545	0.465	0.565	0.504	0.520	0.814	0.567	0.613
S5	0.469	0.482	0.507	0.444	0.571	0.528	0.449	0.792	0.517	0.552
Satis1	0.546	0.616	0.650	0.658	0.685	0.593	0.908	0.572	0.676	0.705
Satis2	0.447	0.656	0.486	0.538	0.523	0.570	0.879	0.486	0.525	0.605
Satis3	0.428	0.633	0.569	0.649	0.652	0.486	0.899	0.484	0.599	0.653
U1	0.609	0.541	0.604	0.571	0.553	0.626	0.552	0.585	0.784	0.656
U2	0.506	0.446	0.575	0.613	0.536	0.532	0.582	0.473	0.856	0.647
U3	0.504	0.404	0.640	0.601	0.561	0.594	0.570	0.457	0.837	0.640
U4	0.463	0.366	0.591	0.667	0.577	0.545	0.556	0.431	0.842	0.657
U5	0.498	0.380	0.647	0.694	0.603	0.553	0.546	0.405	0.851	0.653
V1	0.450	0.563	0.561	0.667	0.564	0.547	0.667	0.530	0.677	0.838

	C	CV	E	Env	I	P	Satis	S	U	V
V2	0.496	0.562	0.634	0.646	0.610	0.582	0.637	0.504	0.643	0.865
V3	0.443	0.494	0.587	0.555	0.513	0.551	0.513	0.510	0.637	0.812
V4	0.475	0.512	0.682	0.635	0.623	0.609	0.635	0.519	0.625	0.847
V5	0.497	0.487	0.682	0.683	0.639	0.574	0.611	0.488	0.699	0.846

Inner Model Test

Table 5. Results of the R-Square Test

Variable	R Square
Satisfaction	0.618
Continue Volunteering	0.501
Intention to Recommend	0.484

The R-Square value is divided into several parts, such as 0.25 indicating a "weak model," 0.50 indicating a "moderate model," and 0.75 indicating a "strong model." Table 5 shows that all three models have a moderate influence.

Table 6. Q Square Test Results

Variable	Q Square
Satisfaction	0.579
Continue Volunteering	0.438
Intention to Recommend	0.531

Based on the results shown in Table 6, the variables of satisfaction, continue volunteering, and intention to recommend have Q-square values greater than 0.35, indicating that these three variables have good predictive relevance.

Table 7. Standardized Root Mean Square Residual (SRMR) Test Results

	Saturated Model	Estimated Model
SRMR	0.060	0.085

To determine the FIT value that meets the requirements, the Standardized Root Mean Square Residual (SRMR) value is usually less than 0.10. Table 7 shows SRMR results of less than 0.10 (<0.10), which means that the model in this study is reliable and trustworthy, so that it can be used for further research.

Hypothesis Test Results

Hypothesis testing can be seen through the bootstrapping procedure in the path coefficients table section. Path Coefficients (Direct Effect) are used to determine the significance of a variable. If the P Value is less than 0.05 (<0.05), it means "significantly influential," while a P Value greater than 0.05 (>0.05) means "not significantly influential." The α value used is 5%, which indicates that the hypothesis can be accepted or is valid. The hypothesis testing results show the following findings:

Table 8. Hypothesis Test Results

| Hypothesis	Original Sample	SD	P-Value	Description
Career → Satisfaction	0.062	0.071	0.384	Not Supported
Enhancement → Satisfaction	0.043	0.090	0.628	Not Support
Protective → Satisfaction	0.072	0.085	0.394	Not Support
Social → Satisfaction	0.160	0.069	0.02	Support
Understanding → Satisfaction	0.035	0.118	0.769	Not Support
Value → Satisfaction	0.280	0.087	0.001	Support
Environmental concern → Satisfaction	0.280	0.098	0.004	Support
Satisfaction → Continue Volunteering	0.707	0.039	0.000	Support
Satisfaction → Intention to recommend	0.696	0.053	0.000	Support
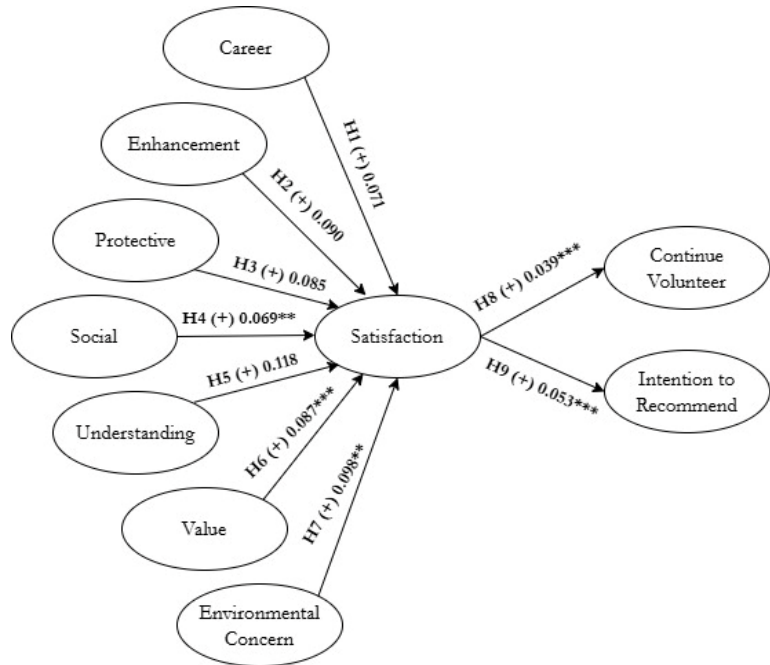
Figure 2. Hypothesis Test Results

Note:
*Significant coefficient at p-value < 0.1
** Significant coefficient at p-value < 0.05
*** Significant coefficient at p-value < 0.001

Drawing on Table 8 and Figure 2, three motives, namely social (p = 0.020), value (p = 0.001), and environmental concern (p = 0.004), emerge as significant antecedents of satisfaction, while career (p = 0.384), enhancement (p = 0.628), protective (p = 0.394), and understanding (p = 0.769) do not. In turn, satisfaction strongly predicts both continued volunteering and intention to recommend (both p < 0.001). These results indicate that, in the Indonesian voluntourism context, other-oriented and mission-centric motives are more consequential for satisfaction than self-oriented, growth-oriented motives. Henceforth, satisfaction also directly influence both intentions to continue volunteering and recommending voluntourist activity. This result affirms that both outcomes are strongly predicted by satisfaction, consistent with Ngah et al. (2021)'s findings. The prominence of value aligns with Ngah et al. (2021) and Mu'ammal et al. (2023), suggesting that moral/altruistic congruence yields affective rewards that translate into satisfaction. Likewise, the significance of environmental concern mirrors Ngah et al. (2021) and Cao et al. (2024) pro-environmental motives likely produce fast, visible feedback (e.g., tangible conservation outcomes), reinforcing satisfaction. The social effect concurs with Wu et al. (2018) but diverges from Ngah et al. (2021). One plausible explanation is program design and contact quality within different contexts. Indonesian projects may emphasize community immersion and peer bonding, heightening relatedness and social identity, whereas settings prioritizing operational tasks over interaction can diminish social returns to satisfaction.

Non-significant paths also reveal a coherent pattern. Career being non-significant, consistent with Ngah et al. (2021) and Wu et al. (2018), implies that when costs such as time, travel, and emotional labor are salient and career signals are weak or non-transferable, instrumental career calculus does not translate into satisfaction. This could also be explained by non-profit seeking behaviors of voluntourist activits,

seeking no pecuniary motives at all. The rejected hypotheses of protective and understanding effects agree with Wu et al. (2018) but contrast with (Ngah et al., 2021). Two mechanisms can account for this: first, need-satisfaction substitution, where once higher-order prosocial or value motives are fulfilled, coping motives (protective) and cognition-seeking (understanding) add little marginal utility to satisfaction; second, expectation–experience alignment, where participants who expect hands-on impact rather than personal growth or emotion regulation derive only incidental gains from enhancement, protective, or understanding motives, leaving their links to satisfaction weak. The enhancement also delivered a non-significant impact further departs from both prior studies and may reflect temporal horizons and motive framing. Enhancement tends to be short-lived and self-referential, whereas Indonesian voluntourists appear to anchor satisfaction in enduring communal and mission-aligned payoffs such as value, social connection, and environmental concern.

Downstream, the robust effects of satisfaction on continuance and on recommendation accord with service and experience logic and with prior evidence (Ngah et al., 2021; Wu et al., 2018; Oh, 2019; Kim et al., 2019). When experiences confirm values and foster belonging, they strengthen commitment and word of mouth. Taken together, the pattern suggests a prosocial and collective pathway to satisfaction, in which value, social motives, and environmental concern enhance satisfaction that, in turn, supports continuance and recommendation. On the other hand, self-oriented pathways (career, enhancement, protective, understanding) are context-dependent or indirect, suggesting that pro-self motives are minimal for voluntourists activists. Future work can test moderators such as program immersion, contact intensity, and cause domain, as well as mediators such as autonomy or relatedness need-satisfaction and expectation confirmation, to reconcile cross-study discrepancies and clarify when self-oriented motives matter. It would also be plausible to understand the cut-off point where activists motivations become majorly influenced by social motives rather than self-motives.

Conclusions

Based on the results of hypothesis testing, this study concludes that social motivation, value, and environmental concern significantly positively influence the satisfaction of voluntourists in Indonesia. Conversely, career motivation, enhancement, protective, and understanding do not have a significant influence on satisfaction. Additionally, satisfaction was found to significantly influence the intention to continue volunteering and the intention to recommend. These results have theoretical and practical implications. Theoretically, there are differences in the hypothesis test results with the previous research on the variables of enhancement, protective, social, and understanding, which show that voluntourist motivation can vary in different locations. Practically, non-profit organizations in Indonesia need to focus on programs that can fulfill social motivation, values, and environmental concerns to increase satisfaction and encourage long-term participation. As a recommendation for further research, it is suggested to select different objects and locations, as well as to tighten the data collection process to obtain more accurate information.

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