

***RETENTION OF VOLUNTEER COMMUNITY-BASED ORGANIZATION IN  
SPECIAL REGION OF YOGYAKARTA REVIEWED FROM VOLUNTEER  
MOTIVATIONAL ASPECTS AMONG COLLEGE STUDENT***

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***ABSTRACT***

*The aim of this study was to find out the relation between volunteer motivation among college student and volunteer retention. The hypothesis of this study stated that there was a positive relation between volunteer motivation among college student and volunteer retention. Subjects who participated were 97 people who joined in community-based organization for at least a year. Volunteer motivation was measured by using Volunteer Functions Inventory by Clary et al. (1998) and Volunteer Retention was measured by adapted questionnaire by Garner and Garner (2011). Data analysis was done by using Product Moment correlation by Pearson. The result shown that the hypothesis was accepted with correlation score 0,615 and  $p < 0,01$ . This study also analyzed the effective contribution of volunteer motivation to volunteer retention as much as 37,9% ( $R^2 = 0,379$ ).*

**Keywords:** *volunteer motivation, volunteer retention, community-based organization*

**RETENSI VOLUNTEER DALAM KOMUNITAS BERBASIS  
ORGANISASI DI DAERAH ISTIMEWA YOGYAKARTA DITINJAU  
DARI ASPEK MOTIVASI PADA MAHASISWA**

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**INTISARI**

Tujuan dilakukannya penelitian ini adalah untuk mengetahui hubungan antara motivasi *volunteer* yang berstatus mahasiswa terhadap retensi *volunteer*. Hipotesis dalam penelitian ini mengemukakan bahwa ada hubungan positif antara motivasi *volunteer* yang berstatus mahasiswa terhadap retensi *volunteer*. 97 subyek yang menjadi sasaran penelitian merupakan *volunteer* yang berasal dari komunitas berbasis organisasi dan telah bergabung dalam komunitas yang diikuti selama minimal satu tahun. Variabel motivasi *volunteer* diukur menggunakan *Volunteer Function Inventory* yang disusun oleh Clary et al. (1998) dan variabel retensi *volunteer* diukur dengan kuesioner yang diadaptasi dari Garner & Garner (2011). Analisis data dilakukan dengan menggunakan metode korelasi *Product Moment* dari Pearson. Hasil analisis menunjukkan bahwa terdapat hubungan positif yang signifikan antara motivasi *volunteer* terhadap retensi *volunteer* dengan nilai korelasi 0,615 dan  $p < 0,01$ . Penelitian ini juga menunjukkan bahwa motivasi *volunteer* memberikan sumbangan efektif sebesar 37,90% terhadap retensi *volunteer* ( $R^2 = 0,379$ ).

**Kata kunci:** Motivasi *volunteer*, retensi *volunteer*, komunitas berbasis organisasi