



The Influence of Demographic, Motivation, Satisfaction and Situational Factor on Organizational Commitment Among College Student Volunteers

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Abstract:

Organizational commitment is an important topic both practical and theoretical implications. Most studies in this area have looked at the organizational commitment of employees and few studies have examined organizational commitment among college student volunteers. This study extends the prior research to different sample—Malaysian college student volunteers and investigated the influence factors on organizational commitment. A survey study conducted among 310 college student volunteers in four universities in Peninsular Malaysia. Satisfaction, motivation, gender and year of study one were significant predictors for organizational commitment, whereas course of study, membership status, CGPA and academic stress did not predict organizational commitment significantly. Satisfaction was the most salient predictor for organizational commitment. The implications for college student volunteers' managerial practices are discussed and put forward.

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