

# 農村社區發展協會組織內部服務志工之參與動機、 工作滿意度與忠誠度

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## 摘 要

台灣都市化發展下，大部分人口向都市集中，資源也集中於都市，因此偏鄉的農村資源更是缺乏，尤其是人力資源，但農村社區組織（社區發展協會）財務並不充足之狀況下，協助社區工作的人員不一定有足夠經費給付薪資以僱用人力，來協助社區繁瑣的事務。所以農村社區以「志工」形態參與社區工作的形態出現，且是現在農村社區組織下普遍的狀況。本研究正就是探討在人口外流情形嚴重狀況下，志工願意留在社區或進入社區協助社區組織之動機原因，或在工作中的滿意度，及對組織的忠誠度，將來還有意願再次選擇服務社區。其原因之探究至關重要，志工服務對於維護農村社區組織之活動和發展，對整個社區有關鍵性影響力，因此本研究探討社區志工服務社區的參與動機、工作滿意度與忠誠度之間的影響性，本研究於 108 年採用立意抽樣的方式發放問卷做調查，共得 328 份有效問卷，經統計進行分析後，研究結果顯示：不同基本屬性之志工對參與動機大部分都有顯著差異，不同基本屬性之社區志工對工作滿意度大部分都有顯著差異，不同基本屬性之社區志工對忠誠度都有顯著差異。志工參與動機對工作滿意度具有顯著影響，參與動機對忠誠度具有顯著影響，工作滿意度對忠誠度具有顯著影響。社區志工的參與動機及工作滿意度可以有效提高社區志願服務的忠誠度，確實有效引進人力資源幫助弱勢社區，減緩農村社區缺乏人力之情形。

**關鍵詞：**社區志工、參與動機、工作滿意度、忠誠度

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# **Study on Participation Motivation, Working Satisfaction and Loyalty of Local Volunteers Serving for Rural Community Organization**

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## **Abstract**

Most of the population gathers in cities due to development of urbanization in Taiwan, and most resources are also invested in cities, so rural resources are even scarce. Initial development plans and goals were accomplished for the rural areas; however, due to financial resources limitation, not all the participants were fully funded. For that reason, offering services through volunteering is the common trend in rural communities today. It is worth studying the motivation to volunteer in rural communities especially during today's massive rural-urban migration. Volunteering is essential to maintaining the rural community's sustainability, awareness, construction, and general community service. Thus, the primary objective of this study is to explore the relationships between volunteer motivation, satisfaction, and loyalty. A total of 328 valid questionnaires was collected between April and May of 2019 through purposive sampling. Analyzing with SPSS, we found the types of community volunteers are significantly associated with most volunteer motivations, satisfaction, and loyalty. We also found significant associations between volunteer motivations, satisfaction, and loyalty. Based on our findings, we proposed to promote volunteer motivations and satisfaction to enhance volunteer loyalty. In turn, this would attract volunteers to reside in rural communities, improve the living quality of the rural communities, and delay rural-urban migration.

**Keywords : Community Volunteer, Participation Motivation, Working Satisfaction, Loyalty**

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