



Motivation and Satisfaction of International Tourists Engaging in Voluntourism in Bali

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ARTICLE INFO

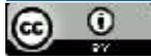
Keywords: Volunteer Motivation, Tourist Satisfaction, Voluntourism, Bali

Received : 12, October

Revised : 12, November

Accepted: 28, December

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ABSTRACT

The growth of tourism has led to the emergence of alternative travel forms, such as voluntourism, which combines volunteer work with leisure travel and is increasingly popular in Bali. This study aims to identify the motivations and satisfaction levels of international tourists engaged in voluntourism programs. Using a quantitative approach and Exploratory Factor Analysis (EFA) on 100 respondents, eight key motivational factors were identified: Explorative Contribution, Social Connection, Personal Values, Altruistic Responsibility, Self-Fulfillment, Explorative Socializing, Morality, and Inspired Giving. Productive activities were the strongest motivator. Tourist satisfaction reached 64%, categorized as "satisfied," mainly influenced by warm social interactions and meaningful teaching experiences. However, supporting facilities and program implementation still require improvement to enhance voluntourism quality in Bali.

INTRODUCTION

The rapid expansion of the global tourism industry has catalyzed the emergence of diverse and specialized forms of tourism that cater to the evolving preferences and values of modern travelers. Traditional mass tourism, while economically beneficial, has often been criticized for its detrimental impacts on local cultures, environments, and communities. In response, alternative tourism has gained significant traction as a more responsible and sustainable approach. Among these alternative forms, sustainable tourism plays a crucial role by advocating for the balanced use of natural and human resources to safeguard economic prosperity, social equity, and environmental health for present and future generations (Budiani et al., 2018).

Voluntourism, a relatively recent phenomenon originating in the 1980s, combines the spirit of volunteerism with the experiential nature of tourism. It has increasingly attracted a broad demographic, especially younger travelers, who are motivated by desires for authentic engagement, cultural immersion, and meaningful contributions during their travels (Sin, 2009; Grandview Research, 2023). This form of tourism enables visitors to participate actively in community development projects, environmental conservation efforts, and social empowerment activities, thus aligning closely with the Sustainable Development Goals (SDGs) endorsed by global institutions (Melles, 2018; Salvador & Almela, 2020).

Indonesia, with its rich cultural heritage and natural beauty, has seen voluntourism grow markedly, particularly in Bali, since the mid-2010s. Local and international organizations such as the Indonesia Aspiring Volunteering Society (INAVIS) and International Volunteer HQ (IVHQ) have been instrumental in facilitating programs that address educational needs, environmental preservation, and capacity building among local populations. Bali's status as a renowned international tourism destination presents a unique context, where the pressures of overtourism pose significant challenges to social and environmental sustainability. This makes Bali a critical locus for research on voluntourism practices and their impacts (Dewi et al., 2021; Macrae, 2011).

While voluntourism promises numerous positive outcomes including empowering local communities, fostering intercultural understanding, and enhancing social awareness among voluntourists it also brings potential risks and ethical concerns. These include the possibility of creating dependency within host communities on tourist-driven assistance, exploitation or commodification of cultural practices, and disruptions to established social dynamics. Such challenges highlight the importance of effective program governance, culturally sensitive approaches, and the meaningful inclusion of local stakeholders in all stages of voluntourism initiatives (Sri Wisudawati, 2017).

Academic literature to date has noted discrepancies between voluntourists' pre-trip expectations and their actual experiences, with some studies suggesting that the social benefits are often more felt by program organizers than by the communities themselves (Agoes & Agustiani, 2021;

Polus & Bidder, 2016). Despite the increasing prevalence of voluntourism, there remains a notable lack of comprehensive research focused on understanding the motivational factors driving international tourists to participate and their levels of satisfaction with these experiences, particularly within the Balinese context. Addressing this gap, the present study aims to systematically explore and analyze the key motivational drivers and satisfaction outcomes among foreign voluntourists in Bali, offering insights that may inform future program development, policy-making, and sustainable tourism management.

LITERATURE REVIEW

Alternative Tourism

Alternative tourism is a form of tourism that has evolved from the concept of sustainable tourism, with a focus on the preservation of culture, nature, and environmental protection. This approach aims to utilize resources wisely according to the carrying capacity of the environment in order to minimize the negative impacts of tourism (Harmini et al., 2021).

Alternative tourism prioritizes nature-based, cultural, and social interaction experiences with local communities, characterized by uniqueness and authenticity that distinguish it from the homogeneous and consumptive nature of mass tourism (Satriawati et al., 2022). Beyond offering deep and meaningful experiences, alternative tourism encourages active community involvement in management, thereby creating opportunities for more inclusive and sustainable social, economic, and cultural benefits, including diversification of income sources (Pawa et al., 2022).

The development of alternative tourism must consider environmental sustainability to avoid adverse impacts. Suhadi (2017) recommends nine strategies for developing village tourism based on alternative tourism principles, such as promotion, environmental conservation, community empowerment, and impact evaluation. In general, alternative tourism emphasizes nature, culture, and local character that are environmentally friendly and sustainable (Medeiros et al., 2021).

Volunteer Tourism (Voluntourism)

Voluntourism, a blend of the words volunteer and tourism, is promoted as a form of tourism aligned with sustainable tourism development to create better destinations for both residents and visitors. The voluntourism market has experienced rapid growth since the early 2000s, driven by more affordable travel costs, increased connectivity, and the rise of online booking systems. This market caters to diverse segments, including individuals, families, students, and corporations, offering various pricing models.

The concept of voluntourism began to gain recognition in 1971 through initiatives such as the Peace Corps and Earthwatch programs and further expanded with support from organizations like the Nevada Board of Tourism since the late 1990s (Wearing, 2003). Voluntourism activities primarily involve tourists from Western countries traveling to Eastern regions.

The growth of voluntourism has also been influenced by rising awareness of responsible travel since the 2000s (Jenkins & Schröder, 2012). Today, voluntourism continues to evolve with a wide array of volunteer programs, destinations, and industry stakeholders, making the market increasingly competitive. Travelers participating in these programs, known as voluntourists, engage in activities that assist communities in poverty alleviation, environmental restoration, or social and environmental research (Wearing, 2003).

Volunteer Motivation

According to Widjaja (2010), there are four models categorizing volunteer motivation: the unidimensional (ekamatra), bidimensional (dwimatra), tridimensional (trimatra), and multidimensional (multimatra) models. The unidimensional model views volunteer motivation as a unified construct without distinguishing between altruistic and egoistic motives, considering it as a combination of various motives simultaneously (Ei et al., 2017). Altruistic motivation is understood as an intrinsic drive based on values of kindness for the benefit of others, whereas utilitarian motivation is egoistic and oriented toward personal gain, such as acquiring experience or skills.

The bidimensional model divides motivation into two main categories, with two different approaches. The first approach separates motivation into altruistic, focused on social concern, and egoistic, oriented toward personal benefits (Frisch & Gerrard, 1981). The second approach differentiates motivation into intrinsic, arising from within oneself such as personal satisfaction, and extrinsic, influenced by external factors like social recognition (Finkelstein, 2009).

The tridimensional model expands motivation categories into three: purposive or altruistic, based on moral values and social concern; material or utilitarian, related to financial rewards; and solidarity or social, linked to the need for interaction and building social relationships (Monga, 2006). Finally, the multidimensional model introduced by Clary et al. (1998) through the Volunteer Function Inventory (VFI) examines volunteer motivation based on various psychological functions to be fulfilled, emphasizing that volunteer motivation is complex and involves a range of distinct psychological needs.

Clary et al. (1991) developed a multifactorial model to understand volunteer motivation based on functional and motivational theories, particularly the attitude theory by Katz and Smith. They identified six primary volunteer motivation factors: value, understanding, career, social, esteem, and protective. Further analysis by Clary et al. (1992) expanded these to ten factors directly influencing volunteer motivation, including value, reciprocity, recognition, understanding, self-esteem, reactivity, social, protective, social interaction, and career development. Volunteer motivation is diverse and complex, reflecting individual values, experiences, and social and spiritual backgrounds. Chacón et al., as cited in Akhtar et al. (2021), added common motivational aspects such as altruistic personal values, self-development, social concern, personal interest in specific activities, positive feelings, self-protection

mechanisms, social relationships, and religiosity as foundations for volunteering motivation.

Additionally, Cnaan and Goldberg-Glen (1991) reviewed previous literature and highlighted limitations in two- and three-factor motivation models, particularly their insufficient consideration of the interrelation among various motives. They proposed a unidimensional model suggesting that volunteer motivation is a holistic blend of altruistic and egoistic motives within a unified experience, implying that motivations cannot be distinctly separated but instead function collectively to inspire volunteering behavior.

Tourist Satisfaction

Satisfaction is a condition in which an individual feels that their desires have been fulfilled after comparing the received outcomes with prior expectations (Rio Sasongko, 2021; Kotler et al., 2018). When a product or service meets or exceeds expectations, feelings of satisfaction or high satisfaction arise. According to Tjiptono (2012) as cited in Sahabuddin (2019), satisfaction emerges from the gap between expectations and perceived actual performance. Oliver (in Supranto, 2006) also emphasizes that satisfaction is the level of feeling experienced after comparing performance with expectations. Customer satisfaction is crucial as it influences loyalty and repurchase intentions (Kotler & Armstrong, 2014). Daryanto et al. (2014) further add that satisfaction is formed from the fulfillment of customer needs and expectations, along with an overall positive experience in using a product or service (Tjiptono & Diana in Purnomo, 2021).

In the context of tourists, satisfaction is difficult to define due to diverse perceptions (Tjiptono, 2012). However, generally, tourist satisfaction arises from the comparison between expectations and the perceived performance of tourism products (Day in Tse & Wilton, 1988; Kotler, 2000). Factors influencing customer satisfaction include product quality, service quality, emotional factors, price, and additional costs (Lupiyoadi et al., 2011). Kotler (2011) adds that the attributes forming tourist satisfaction include expectation conformity, intention to revisit, and willingness to recommend the destination to others.

Hawkins and Lonney in Tjiptono (2014) propose three main instruments of customer satisfaction: expectation conformity, intention to revisit, and readiness to recommend the product or service. Satisfaction occurs when the received product or service matches or exceeds expectations. High satisfaction increases loyalty and encourages word-of-mouth promotion, which is essential in building the image of a product or service.

METHODOLOGY

Research Object

The object of this study is the motivation and satisfaction of international tourists participating in voluntourism activities in Bali.

Research Location

The research location is the place where the researcher collects the necessary data. The selection of the location should be based on considerations of relevance, uniqueness, and alignment with the chosen theme. In this study, data were collected in Bali, specifically at Yayasan Sari Hati and Yayasan Widya Guna, as these sites offer voluntourism programs for tourists interested in participating in such activities.

Types and Sources of Data

The type of data used in this study is quantitative data, which can be measured and analyzed statistically (Sugiyono, 2019). According to Husein Umar (2013:42) as cited in Yuniati (2021), primary data refers to data obtained directly from the original source, either through interviews or questionnaires conducted by the researcher without intermediaries. In this study, primary data were collected by distributing questionnaires to international tourists participating in voluntourism activities in Bali. Meanwhile, secondary data, as defined by Bungin in Rahmadi (2011), are processed primary data that have been presented by data collectors or other parties in the form of tables, diagrams, or other documents obtained indirectly through intermediaries. In the context of this research, secondary data consist of journals, articles, and previous studies relevant to voluntourism activities as well as the motivation and satisfaction of international tourists engaging in voluntourism.

Sampling Technique

This study employs a Non-Probability Sampling technique, which does not provide equal opportunity for every member of the population to be selected as a sample (Sugiyono, 2003). Among various Non-Probability Sampling methods, this research utilizes Purposive Sampling, chosen when population data is unavailable and samples are selected based on the research objectives (Abdillah, 2017). The sample criteria for this study are international tourists aged over 17 years who have participated in voluntourism activities at least once within the last five years in Bali and possess a general understanding of voluntourism. The population size in this study is unknown. According to Erawati (2015), when a study involves a population with an uncertain or unknown size, the sample size can be determined using the following formula:

$$n = \frac{Z^2}{4(Moe)^2} \quad (1)$$

N = Sample size

Z = 1.96, the z-score corresponding to the significance level (confidence level set at 95%)

Moe = Margin of error (maximum allowable error set at 10%)

Using the formula above, the calculation is as follows:

$$(1.96)^2 \quad (2)$$

$$n = \frac{3.8416}{4(0.1)^2}$$
$$n = \frac{3.8416}{0.04}$$
$$n = 96.04$$

Based on the calculation, the total number of respondents in this study is 96. However, this number was rounded up to 100 respondents to anticipate the possibility of invalid data.

Data Collection Technique

Data collection was conducted using various techniques, including observation, interviews, structured questionnaire surveys, photographic documentation, and a literature review to reinforce the research analysis

Data Analysis Technique

This study employs Exploratory Factor Analysis (EFA) as the primary analytical technique to identify the extent to which indicator variables represent the predetermined latent constructs. In EFA, latent constructs cannot be measured directly but can be explained through a set of observable indicator variables (Hair et al., 2010). The measurement model in this research is developed based on established theories and prior empirical findings. In addition, descriptive analysis is utilized to illustrate the characteristics of the respondents who participated as the research sample. All data were collected through the distribution of questionnaires, which served as the main research instrument.

RESEARCH RESULT AND DISCUSSION

To identify the main dimensions within the voluntourism motivation construct, this study employed Exploratory Factor Analysis (EFA). The analysis aimed to simplify 24 statement items measuring international tourists' motivations for participating in voluntourism programs in Bali. Prior to factor extraction, data suitability was tested using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity. The results indicated a KMO value of 0.635, and Bartlett's Test yielded a significance value of 0.000. These findings confirm that the data met the required conditions for factor analysis (KMO \geq 0.5 and $p \leq$ 0.05), as suggested by Suliyanto (2005).

The Anti-Image Matrix test further supported the item adequacy, as all Measure of Sampling Adequacy (MSA) values exceeded 0.5. This indicates that each item was appropriate for inclusion in the factor analysis. Furthermore, the Communalities test results showed that all items had extraction values above 0.5, meaning that each indicator sufficiently explained the variance of the corresponding extracted factor. The analysis then proceeded with the Total Variance Explained, which revealed that eight principal components with eigenvalues greater than 1 were extracted from the 24 items. Collectively, these

eight components explained 60.770% of the total variance, indicating that the model had strong representational power for the collected data.

To enhance the interpretability of the factor structure, Varimax rotation was applied. The results of the Rotated Component Matrix showed that the indicators could be clearly grouped into five major factors based on their highest loading values and thematic relevance.

Table 1. Factor Grouping of Volunteer Motivation Indicators

No	Factor Name	Indicator
1	Explorative Contribution	I participate in voluntourism activities because I want to make a positive impact on the community.
		I want to learn how to deal with social issues through direct involvement.
		I join voluntourism programs because I want to explore new places while contributing to local communities.
		I participate in voluntourism because I am interested in developing soft skills that are valuable in the professional world.
2	Social Connection	I participate in voluntourism activities because I am encouraged by friends or community networks.
		I want to expand my network with people who share similar interests.
		I engage in voluntourism because I want to dedicate my time and energy to doing something good for others.
3	Personal Values	I participate in voluntourism activities because I see the potential to expand my career opportunities.
		I view this activity as a way to practice the teachings of my religion.
		I participate in voluntourism because I want to make a positive impact on society.
		I engage in voluntourism because I want to help selflessly.
4	Altruistic Responsibility	I participate in voluntourism because I want to contribute to the well-being of local communities.
		I am interested in voluntourism because I want to face real-world challenges in the field.
		I engage in voluntourism because I want to be recognized as someone who cares about social issues.

		I feel a sense of responsibility to help communities in need.
		I participate in voluntourism because I want to contribute to the well-being of local communities.
5	Self-Fulfillment	I feel proud to be involved in voluntary activities like this.
		I participate in voluntourism because it is a hobby that creates impact.
		I engage in voluntourism because I care about the social conditions of the destination.
		I participate in voluntourism because I enjoy social and nature-based activities.
6	Explorative Socializing	I participate in voluntourism to expand my social network.
		I join voluntourism activities to explore new places while contributing.
7	Morality	I participate in voluntourism because I feel morally compelled to do so.
8	Inspired Giving	I participate in voluntourism because I want to experience the happiness that comes from giving.
		I engage in voluntourism because I am inspired by others who are involved.

Source: Analyzed data, 2025

Based on the analysis of 24 indicators using Principal Component Analysis (PCA), eight principal factors representing the data were identified. The first factor (F1) was the most dominant, with an eigenvalue of 3.493 and a contribution of 14.556% to the total variance. F1 reflects a strong correlation among the indicators and serves as the primary component in interpreting the results. According to the Rotated Factor Matrix, F1 comprises four items related to the desire to make a positive impact, solve problems, contribute meaningfully, and pursue self-development. Therefore, F1 can be defined as the “**Explorative Contribution**” factor, representing volunteers’ motivation to actively contribute and grow through voluntourism. The factor analysis of tourists’ motivation in voluntourism activities revealed that the most significant factor is the desire to engage in productive activities, such as creating a positive impact, solving problems, making tangible contributions, and developing personal potential. This motivation reflects a combination of altruistic orientation and self-enhancement, where individuals seek meaning and value in voluntourism beyond professional or social benefits. These findings differ from Carvache-Franco et al. (2019), who identified “Professional and Social Development” as the primary motivation, including skill-building, network

expansion, and career advancement. In contrast, this study emphasizes the achievement of personal meaning and social impact as the dominant motivational drivers.

The second factor (F2) has an eigenvalue of 2.051 and explains 10.420% of the total variance, indicating its significant role in motivating tourists to participate in voluntourism. F2 reflects social motivation, where participation is driven by the influence of social environments such as encouragement from friends, groups, or communities with similar interests. This motivation also relates to the desire to dedicate time and effort to socially meaningful activities, particularly within interpersonal relationships. These findings align with the study by Permatasari Liyanti et al. (2021), which highlights social factors such as social attachment, community support, and shared values as key determinants in voluntourism involvement. Based on the Rotated Factor Matrix, F2 consists of three items related to encouragement from others, the desire to expand social networks, and motivation to help others. Therefore, F2 can be categorized as the “**Social Connection**” factor, emphasizing the role of social connections and altruistic motivation in voluntary participation.

The third factor (F3) has an eigenvalue of 1.965 and explains 8.187% of the total variance. F3 encompasses a complex and multidimensional motivation, including opportunities for career development, practicing religious values, and the desire to make a positive impact and help selflessly. This motivation reflects an internal drive for personal, spiritual, and professional growth, as well as self-actualization through voluntourism activities. F3 represents an integration of professional aspects, moral/spiritual values, and altruistic motivation. These findings align with Carvache-Franco et al. (2019), who identified the main voluntourism motivations as “Professional and Social Development” and “Values and Self-Worth,” where individuals are driven by the desire to build skills while finding meaning and contributing to social good. Therefore, F3 can be categorized as the “**Personal Values**” which serves as a significant motivation for participation in voluntourism.

The fourth factor (F4) has an eigenvalue of 1.504 and explains 6.267% of the total variance. F4 represents socio-emotional and experiential motivations, such as the desire to provide tangible benefits to local communities, face direct challenges, be recognized as a caring individual, and take responsibility for one’s actions. This factor reflects a drive to experience social conditions firsthand and contribute meaningfully through emotional and social engagement. These findings align with Han et al. (2020), who stated that direct experience is a primary motivator in voluntourism, not only as physical interaction but also as a means to build empathy and broaden life perspectives. F4 can be interpreted as the “**Altruistic Responsibility**” factor, describing active and transformative participation in community life, reinforcing voluntourism as a platform for social learning and the strengthening of humanitarian values.

The fifth factor (F5) has an eigenvalue of 1.436 and explains 5.982% of the total variance. F5 reflects emotional, recreational, and affective motivations, including feelings of pride in participation, alignment of activities with personal

hobbies or interests, concern for the social environment, and enjoyment of social activities. This factor represents the dimension of **Self-Fulfillment** driven by intrinsic motivations related to emotional satisfaction, self-identity, and social value recognition. These findings align with Afrilia and Illahi (2024), who highlighted fundamental volunteer needs such as physiological needs, safety, affiliation, self-esteem, and pride in meaningful involvement. Thus, F5 indicates that voluntourism motivation is not solely altruistic or professional but also involves fulfilling emotional needs and personal identity, reinforcing the view that voluntourism satisfies a range of human needs up to self-actualization.

The sixth factor (F6) has an eigenvalue of 1.305 and explains 5.437% of the total variance. F6 is composed of two primary items: the desire to expand one's social network and the drive to explore new places. This factor represents **Explorative Socializing**, encompassing curiosity, the need for new stimulation, and the aspiration to enrich experiences through social interaction and the discovery of new environments. These findings are consistent with Wen & Jie Wen (2019), who argued that voluntourism provides dual benefits social contribution and transformational experiences. F6 suggests that voluntourism motivation integrates both social and adventure-related aspects, where travelers seek to build new relationships and explore unfamiliar settings while making a positive social impact. This motivation also reflects a dimension of meaningful hedonism, where enjoyment and purposeful engagement coexist.

The seventh factor (F7) has an eigenvalue of 1.269 and accounts for 5.288% of the total variance. F7 comprises four statements that reflect moral drives, such as ethical responsibility, concern for the common good, and the urge to act based on moral principles. This factor indicates that participation in voluntourism is not solely driven by external factors but also rooted in personal values and integrity. F7 can be interpreted as the **Morality**, emphasizing the importance of ethics and social awareness in decision-making. These findings are consistent with Permatasari Liyanti et al. (2021), who highlighted the significant role of psychological and moral values in influencing tourists' decisions to engage in voluntourism. Thus, F7 reinforces the view that morality is a vital component of tourists' intrinsic motivation.

The eighth factor (F8) has an eigenvalue of 1.112 and accounts for 4.632% of the total variance. Although it contributes the least among all factors, F8 remains significant as it represents the **Inspired Giving** a motivation rooted in positive emotions, particularly the happiness and inner satisfaction derived from giving and sharing through voluntourism. F8 comprises four items that reflect feelings of joy and inspiring experiences, indicating that involvement in voluntourism generates deep and meaningful emotional impact. This finding is in line with Afrilia and Illahi (2024), who emphasized the importance of self-esteem and pride as key drivers of prosocial behavior. Therefore, F8 can be interpreted as the inspired giving, highlighting the role of positive emotions in strengthening individual attachment to voluntourism activities and enriching the personal meaning of the experience.

By identifying the dominant motivational factors driving tourists to engage in voluntourism activities, organizers can more effectively tailor

services to meet tourist expectations. In this context, the role of local communities is crucial, as their collaboration with voluntourism organizers can enhance the destination's appeal. Based on the findings of this study, the most influential motivation is the desire to engage in productive activities. This indicates that tourists are particularly drawn to programs that allow them to make tangible contributions and have a direct impact on local communities. Therefore, voluntourism organizers, government institutions, and other relevant stakeholders should respond to this motivation by designing productivity-oriented programs, such as basic infrastructure development, skills training, environmental conservation, or community education. This approach is expected to not only enhance tourist satisfaction but also generate long-term and sustainable benefits for the host communities.

In addition to assessing tourists' motivations, this study also measured their satisfaction in participating in voluntourism programs. Based on the findings obtained, the following results were identified:

Table 2. Percentage of Tourist Satisfaction Score

No	Statement	Rate	Criteria
1	I am satisfied with the price I paid because it matches the experience I received.	2.81	Satisfied
2	I am satisfied because there were no additional charges that were not disclosed in advance.	2.66	Satisfied
3	I am satisfied with the activities offered, as they met my expectations.	2.51	Satisfied
4	I am satisfied because the activities provided were consistent with what was promised beforehand.	2.56	Satisfied
5	I am satisfied because the program aligned with the educational and social values I was looking for.	2.78	Satisfied
6	I am satisfied because supporting facilities such as accommodation met my expectations.	2.49	Satisfied
7	I am satisfied because supporting facilities such as transportation met my expectations.	2.61	Satisfied
8	I am satisfied with the beauty of the destination's attractions, which makes me want to visit again in the future.	2.31	Quite Satisfied
9	I am satisfied because this place is suitable for both tourism and social activities.	2.71	Satisfied
10	I am satisfied with the service provided during the activities.	2.6	Satisfied
11	I am satisfied because the friendliness of the	2.49	Satisfied

	team made me comfortable and willing to return.		
12	I am satisfied with the overall experience and am ready to recommend it to friends or family.	2.31	Quite Satisfied
13	I am satisfied because this experience provides added value that I can share with others.	2.53	Satisfied
14	I am satisfied because the interaction with local residents or the community was warm and welcoming.	2.58	Satisfied
15	I am satisfied because the program's cleanliness standards were well maintained.	2.74	Satisfied
16	I am satisfied because the program's safety standards were carefully observed.	2.48	Satisfied
17	I am satisfied because every activity in the program was well designed.	2.35	Quite Satisfied
18	I am satisfied and motivated to share my experience of this program on social media.	2.59	Satisfied
19	I am satisfied and encouraged to write positive reviews on travel platforms (such as Google Review, TripAdvisor, etc.).	2.45	Satisfied
20	I am satisfied because this experience is worth sharing with people around me.	2.73	Satisfied

Source: Analyzed data, 2025

The overall satisfaction level of tourists with the voluntourism program was rated at an average of 2.56 on a 4-point scale, indicating a moderate category. This suggests that although tourists are fairly satisfied, there remains significant room for improvement in the quality of experience, facilities, as well as the social and emotional impact of the program. The two aspects with the highest satisfaction levels were the price-to-experience ratio and the alignment of the program with expected educational and social values. Conversely, the aspects with the lowest satisfaction were the attractiveness of the destination and the willingness to revisit or recommend the program to others, indicating that the destination's appeal and participant loyalty still need to be strengthened. These findings align with Carvache-Franco et al. (2019), who reported that satisfaction significantly influences revisit intention and word-of-mouth promotion. Therefore, enhancing the quality of the experience and strengthening destination appeal are crucial for the sustainability and success of voluntourism programs in the future.

CONCLUSION AND RECOMMENDATIONS

The primary motivation for tourists to participate in voluntourism is engagement in productive activities that have a tangible impact on local communities. Therefore, organizers, government authorities, and stakeholders need to design programs that focus on productive activities such as infrastructure development, skills training, environmental conservation, and community education. This approach not only enhances tourist satisfaction but also delivers long-term benefits to the local population. Programs involving the construction of public facilities, local resident training, and environmental actions like mangrove planting or beach clean-ups can strengthen the social and emotional value of the tourist experience. Program communication should also highlight tangible impacts through project data and participant testimonials to increase loyalty and reinforce Bali's image as a sustainable voluntourism destination with high social value.

Since tourist satisfaction levels are still moderate, program management needs to align participant expectations with the activities offered. Regular satisfaction surveys and post-activity discussion forums can serve as effective tools to gather feedback and identify gaps between expectations and program realities. In addition to evaluation, activity design should be made more engaging and structured. Avoiding monotonous activities and ensuring a balance between social work and local cultural exploration will help participants feel productive while also gaining meaningful cultural experiences. These improvements are essential to enhance the quality of experience, strengthen participant loyalty, and promote the sustainability of voluntourism programs.

ADVANCED RESEARCH

This study has several limitations that should be considered for future research development. First, the research scope is limited to the Bali region, specifically two voluntourism program providers, namely Yayasan Sari Hati and Yayasan Widya Guna. This location limitation restricts the generalizability of the findings to broader contexts, such as other voluntourism destinations in Indonesia with different social and cultural characteristics. Second, the quantitative approach used, involving surveys and exploratory factor analysis, does not fully capture the depth of emotional experiences or personal transformations that tourists may undergo during their voluntourism activities. Third, although this study successfully identified motivation factors and measured tourist satisfaction levels, the causal relationship between these variables remains insufficiently explored, including possible influences of external factors such as program organizer quality, activity duration, and intensity of interaction with the local community.

Based on these limitations, several recommendations for future research are proposed. Future studies could expand the geographic scope to other regions such as Lombok, Yogyakarta, or Flores to gain a more comprehensive understanding of voluntourism preferences and experiences within different cultural and social contexts. A qualitative or mixed-methods approach is also recommended to explore the subjective and narrative dimensions of tourist experiences more deeply, including transformational impacts and personal

reflections. Furthermore, future research could incorporate sustainability dimensions, both in terms of the long-term social impacts on beneficiary communities and the sustainability of tourist participation after returning to their home countries. Additionally, developing a theoretical model that integrates motivation, satisfaction, and tourist loyalty theories is important to explain how voluntourism experiences influence revisit intentions and the propensity to recommend similar programs to others.

ACKNOWLEDGEMENT

All gratitude is given to The Almighty for His guidance and assistance throughout the completion of this research. The author deeply appreciates the unwavering prayers and encouragement from their family. Thank you also due to the respondents, lecturers, and the Bali Tourism Polytechnic community for their meaningful contributions. Special appreciation is extended to co-authors and colleagues for their continuous support during the writing process.

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