

ABSTRACT

The phenomenon in this study is that overseas volunteers tend to work for long periods of time on one NGO and some are even more than 10 years old. The same condition does not occur in Indonesia where volunteers only work at any time when there is an event and move around NGOs in need in accordance with the results of the presurvey carried out. The purpose of this study was to analyze the influence of volunteer work motivation on the intention to stay volunteers on NGOs.

The population selected in this study were all volunteers at non-governmental organizations. The number of respondents used in this study was as many as 100 volunteers in non-governmental organizations. Sampling techniques in this study are snowball sampling method. The method of data collection is to use questionnaires and interviews. Data analysis method used is mixed method.

Based on the research, to increase the retention of volunteers in NGOs in the city of Semarang, NGOs need to increase their attention to volunteers, by providing a goal for volunteers to stay in NGOs. The results of this study showed that volunteer motivation has a positive effect on volunteer retention.

Keywords: work motivation, intention to stay, nongovernmental organizations.