

# Peran mediasi kepuasan sukarelawan dalam pengaruh efikasi diri terhadap retensi sukarelawan: intervensi coaching di organisasi nonprofit X = Volunteer satisfaction mediating role in effect of self-efficacy on volunteer retention: coaching intervention in nonprofit organization X

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## Abstrak

Membuat sukarelawan tetap bertahan, atau lebih dikenal dengan istilah retensi sukarelawan, merupakan kunci penting agar organisasi nonprofit dapat melakukan advokasi isu secara lebih berkesinambungan. X sebagai salah satu organisasi nonprofit mengalami masalah retensi yang juga dialami oleh organisasi serupa. Dalam usaha meningkatkan retensi sukarelawan, efikasi diri diajukan sebagai anteseden dengan kepuasan sukarelawan sebagai mediator. Studi non-eksperimental korelasional terhadap 63 orang sukarelawan organisasi X dilakukan untuk menguji hipotesis tersebut. Hasil analisis mediasi menyimpulkan bahwa kepuasan sukarelawan secara agregat tidak menunjukkan signifikan indirect effect dalam pengaruh efikasi diri terhadap retensi sukarelawan ( $b = 0,05$ ,  $SE = 0,03$ ,  $p = 0,10$ ). Ketika kepuasan sukarelawan dianalisis per dimensi, hanya kepuasan terhadap pemberdayaan yang menjadi mediator signifikan terhadap hubungan sebab-akibat antara kedua variabel tersebut ( $b = 0,08$ ,  $SE = 0,04$ ,  $p = 0,02$ ). Studi ini juga menunjukkan bahwa efikasi diri menjadi anteseden yang signifikan terhadap retensi sukarelawan sehingga mengembangkan efikasi diri berpotensi meningkatkan intensi sukarelawan untuk bertahan di organisasi nonprofit. Coaching dipilih sebagai intervensi untuk meningkatkan efikasi diri sukarelawan di organisasi X. Lima orang sukarelawan baru di organisasi X yang memiliki skor efikasi rendah menjalani lima sesi coaching yang dilaksanakan setiap minggu melalui media virtual. Evaluasi terhadap empat coachee yang bertahan seminggu setelah sesi terakhir coaching tidak menunjukkan peningkatan efikasi diri maupun retensi yang signifikan (efikasi diri:  $M_{pre} = 7,93$  ( $SD_{pre} = 0,45$ ),  $M_{post} = 8,23$  ( $SD_{post} = 0,57$ ),  $T = 2$ ,  $p = 0,17$ ; retensi:  $M_{pre} = 3,97$  ( $SD_{pre} = 0,37$ ),  $M_{post} = 4,19$  ( $SD_{post} = 0,58$ ),  $T = 1,5$ ,  $p = 0,14$ ). Penjelasan mengenai hasil yang studi klaim permasalahan maupun evaluasi intervensi dijelaskan di bagian akhir makalah ini.

.....Volunteer retention is the most important imperative that nonprofit organization can advocate issues more sustainably. X, one of the non-profit organizations, experienced similar retention problem that was also experienced by other non-profit organizations. Current study proposed self-efficacy as the antecedent and volunteer satisfaction as the mediating mechanism to explain volunteer retention. A non-experimental correlational study was conducted to 63 volunteers of organization X to test the mediation hypothesis. Mediation analysis result showed that volunteer satisfaction did not have a significant indirect effect to the relationship of self-efficacy and volunteer retention ( $b = 0,05$ ,  $SE = 0,03$ ,  $p = 0,10$ ). When the dimensions of satisfaction were analysed, it was only satisfaction towards empowerment that had a significant indirect effect to the relationship between the antecedent and consequent ( $b = 0,08$ ,  $SE = 0,04$ ,  $p = 0,02$ ). Current study also showed that self-efficacy was a significant antecedent of volunteer retention so that developing self-efficacy may be beneficial to increase the volunteer intention to stay in non-profit organizations. Coaching was chosen as intervention to enhance self-efficacy of volunteers in organization X. Five new

volunteers in organization X who had low self-efficacy score participated in five coaching sessions held every week through virtual media. Evaluation of self-efficacy and retention on four remaining coachees a week after the last coaching session did not show a significant increase in their score (self-efficacy:  $M_{pre} = 7,93$  ( $SD_{pre} = 0,45$ ),  $M_{post} = 8,23$  ( $SD_{post} = 0,57$ ),  $T = 2$ ,  $p = 0,17$ ; retention:  $M_{pre} = 3,97$  ( $SD_{pre} = 0,37$ ),  $M_{post} = 4,19$  ( $SD_{post} = 0,58$ ),  $T = 1,5$ ,  $p = 0,14$ ). Detailed discussions were provided.