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FACTORS AFFECTING THE QUALITY OF YOUTH MOVEMENT ACTIVITIES: EVIDENCE IN VIETNAM

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Abstract: *The study has identified factors affecting the quality of youth movement activities at Thanh Hoa University of Culture, Sports and Tourism. To achieve this goal, we conducted a survey of 150 people participating in the youth movement in the survey area. The analysis of multivariate linear regression model identified 4 factors that have a significant impact on the quality of youth movement activities, including: (i) Capacity of the Youth Union officials, (ii) Mode of operation of the Youth Union, (iii) Funding for Union activities, (iv) Time spent for Union activities. On this basis, the study proposes several solutions to improve the Union activities in the unit in the future.*

Keywords: *Influence, Quality, Youth movement, Factor, Thanh Hoa.*

INTRODUCTION

The Ho Chi Minh Communist Youth Union of Thanh Hoa University of Culture, Sports and Tourism is a unit of the Ho Chi Minh Communist Youth Union of Thanh Hoa province. The total number of Youth Union members is 599, of which the number of young lectures is 65; the number of students is 534. The Standing Committee of the Youth Union constantly organizes practical, meaningful activities such as the Spring Ceremony of volunteering programme, Blood donation and a series of activities to celebrate the founding of Ho Chi Minh Communist Youth Union, the “Relaying the exam season”, "Green summer" volunteer campaign, the “Warm Winter for Children”,... Union members, students, participating in professional contests nationwide such as: Talent Contest Music skills of the National Culture and Art schools, Professional Tourism Tournament, constitute many high achievements.

Despite many efforts in improving the quality, the operational quality of youth movement activities in reality has been revealing some limitations, thus not attracting the participation of a large number of union members such as: laxness in staff’s management, the lack of enthusiasm of the union members, restrictions on gathering the

members, lack of attractiveness in form and way of organizing activities (Son, 2011); (Mai, 2020).

What is the reason affecting the quality of youth movement activities at the school? Based on the issues above, we recognize the importance of finding out the influencing factors, thereby providing useful information for the union organization to take measures to promote the role of the youth movement in the future.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Many studies show that, in order to operate a good youth movement, it is necessary to build a capable, professional, enthusiastic and dynamic leadership team at work, flexible at work, boldly proposed creative ideas to organize many operating models suitable for youth groups and objects to attract them to the organization, while promoting the socialization of youth work. The mode of operation of the youth movement should be comprehensively renewed, avoiding the boredom of youth union members when participating in activities. This is an important factor, contributing to the development of the youth movement (Bacon, 2012). Moreover, the management of youth also needs regular attention, in order to raise the awareness of youth union members in the growing union movement activities (R.G. Braungart, 2001).

The interest of the leaders is also one of the important factors contributing to creating positive values for the union movement. In addition, funding for youth movement activities should also be prioritized first (Abdalla, 2016). Without money, it is very difficult to operate emulation movements. Studies have shown that the propaganda and education of youth union members is also one of the important factors, contributing to the development of the youth movement. This shows the responsibility and sense of the collective for the overall operation of the unit (Crossley, 2008); (Flesher Fominaya, 2010). In this study, we have identified factors affecting the quality of youth movement activities at Thanh Hoa University of Culture, Sports and Tourism, including the following hypotheses:

Hypothesis 1: The quality of activities of the youth movement is influenced by the following factors: the attention of the Party Committee; capacity of Union officials; propaganda for Youth unionists; content and mode of operation of the Union Youth; management of Union members; funding for Union activities; time for Union activities...

Hypothesis 2: The quality of the youth movements at Thanh Hoa University of Culture, Sports and Tourism is increasingly improved if the capacity of the Youth Union officials is ensured and the time spent on Youth Union activities increases.

RESEARCH METHODS

Model research

The data is processed and analyzed by SPSS software, the average, percentage, frequency, used to analyze the factors affecting the learning behavior of Literature of secondary students' school. The impact factors were determined through the Binary Logistic regression model, Cronbach Mart Alpha to correlate analysis. The regression model is shown as follows:

$$\text{Ln } [p(x)/1\text{-}p(x)] = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \beta 6X6 + \beta 7X7 + \ldots + \beta nXn + \varepsilon$$

Inside that:

The dependent variable p (x) is the Literature learning behavior of secondary high school students, receiving values 0 and 1 (0 = influential and 1 = no effect).

β0, β1, β2, β3 …… βn is the regression coefficient to be estimated (β0 is the constant)

ε: is the error measuring the impact of variables not included in the model

X1, X2, X3,.. Xn are the independent variables included in the model, explained in turn:

Table 1:

Interpret independent variables in the model of multivariate feedback

Xj	Variable name	Explain	Expected
X1	Capacity of the Youth Union officials	Have cability = 1, Cability limitation = 2 (control variable)	(+/-)
X2	Mode of operation of the Youth Union	Innovate fast = 1, Innovate slowly = 2 (control variable)	(+)
X3	Funding for Union activities	Much = 1, Medium = 2, Little= 3(control variable)	(+)
X4	Attention of the committee	Be concerned = 1, Lack attention = 2 (control variable)	(+/-)
X5	Propaganda and education for Union members	Soft, flexible = 1, Rigid = 2 (control variable)	(+)
X6	Time spent for Union activities	Much = 1, Medium = 2, Little= 3 (control variable)	(+/-)
X7	Management of Union members	Tight = 1, Loose = 2 (control variable)	(+)

(Source: The survey data of the study)

The research model is schematically detailed as follows:

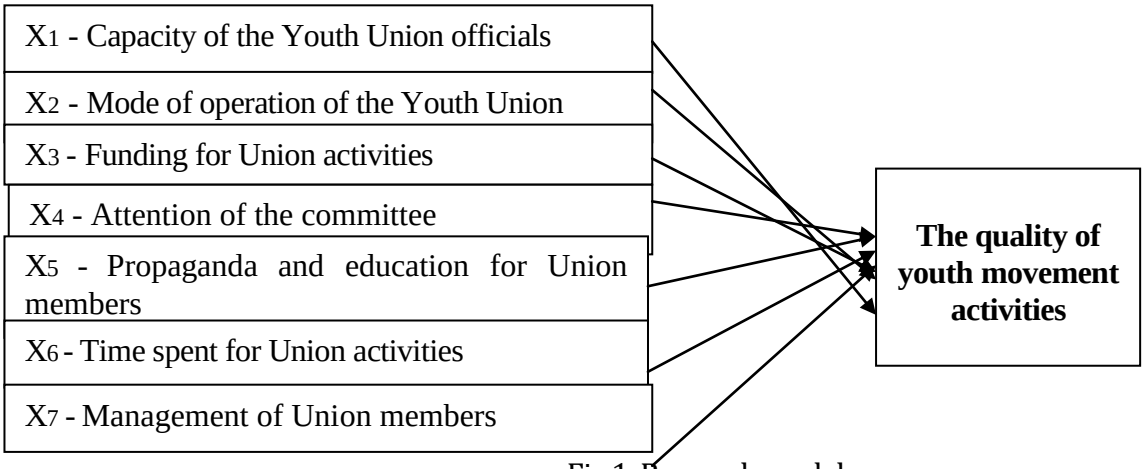

Fig.1. Research model

(Source: Synthesis of author)

Sampling method

To achieve the research purpose, 150 representative samples, corresponding to 150 Union officials, held the position of Secretary, Deputy Secretary and members of

Executive Committee of the Union, are interviewed. When analyzing the elements and registering the binary logit, the sample scale must be multiplied at least 5 times the number of questions. The study was designed with a total of 29 questions, corresponding to a sample size of at least 145. However, to avoid the fact that the selected sample rejected the answer, the author took 150 additional backup samples from the same sampling list. On the other hand, the research content also serves many other research contents, so the authors surveyed all 150 members of the Union. The sample number was deliberately selected based on the list of members to ensure that all unions in the school were available.

Data collection methods

After data collection, SPSS 22.0 was used to analyze the factors affecting the quality of Youth movement activities *at Thanh Hoa University of Culture, Sports and Tourism*. In particular, Cronbach Mart Alpha is used to evaluate the reliability of variables; Explore factor analysis (EFA) to find the factors that strongly impact on the model, variance inflation factor and Tolerance are used to test the validity of the research model.

RESULTS AND DISCUSSION

Sample description statistics

In the study, using identifier scales to evaluate the dependent variables explained in the multivariate regression model. The scales are calculated as averages between levels. The analysis results show that the dependent variables all meet the criteria when included in the model, with the average value greater than ½ of the original coefficient.

Table 2: Statistics describe independent variables in the regression model

Descriptive statistics						
Variable name	**Description**	**Mean**	**Min**	**Max**	**Std. Deviation**	**Conclude**
X1	Capacity of the Youth Union officials	1.83	1	2	.812	Accept
X2	Mode of operation of the Youth Union	1.79	1	2	.784	Accept
X3	Funding for Union activities	1.80	1	2	.798	Accept
X4	Attention of the committee	1.52	1	2	.622	Accept
X5	Propaganda and education for Union members	1.53	1	2	.724	Accept
X6	Time spent for Union activities	2.65	1	3	.816	Accept
X7	Management of Union members	1.62	1	2	.718	Accept

(Source: The survey data of the study)

Testing Cronbach's Alpha

The factors that influence the learning behavior of secondary high school students are measured using Cronbach's Alpha with a coefficient of 0.823. No Cronbach's Alpha if Item Deleted exceeds it should meet the reliability requirement.

Table 3:
Results of Cronbach's Alpha Testing of Attributes

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	12.14	2.579	.424	.775
X2	12.24	2.134	.418	.743
X3	13.15	2.517	.437	.754
X4	11.17	1.246	.355	.646
X5	11,.43	1.524	.382	,.692
X6	13.29	2.319	.421	.782
X7	11.15	1.754	.368	.656

(Source: The survey data of the study)

On the other hand, the test results in Table 3 show that the attributes of the dependent variables have an Alpha coefficient of Cronbach's greater than 0.6 and smaller than the general Alpha coefficient of Cronbach; the correlation coefficients of all the attributes are greater than 0.3, so all the properties of the dependent variables are statistically significant (Truong, 2020).

Exploratory Factor Analysis (EFA)

The author conducted exploratory factor analysis (EFA), Varimax analysis of 7 observed independent variables. As can be seen in Table 4, the result of the EFA is 0.5 <KMO = 0.534<1. Sig. = 0.000 <0.05, which means that all variables are related to each other.

Table 4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.534
Bartlett's Test of Sphericity	Approx. Chi-Square	54.143
	Df	15
	Sig.	0.000

(Source: The survey data of the study)

Results of the KMO and Bartlett's Test tables show that the variables all reach values greater than 0.5, proving that the factor analysis of the research data is appropriate. Through the EFA model, some factors that have greatly influenced the quality of youth movement activities: capacity of the Youth Union officials, mode of operation of the Youth Union, funding for Union activities, time spent for Union activities.

Analysis of factors affecting the quality of youth movement activities in Thanh Hoa University of Culture, Sports and Tourism

With the collected data, the author used the Binary Logistic regression model to analyze the correlation between the independent and dependent variables. One of the necessary conditions for the analysis of the next steps of multivariate regression is that the independent variable must be correlated with the dependent variable, if not correlated, this type of independent variable is out of the regression analysis. Therefore, before performing a regression analysis, the author checked Pearson's correlation coefficient to check the linear relationship between the independent and dependent variables.

Table 5: The correlative matrix between variables

Variable	X1	X2	X3	X4	X5	X6	X7	p(x)
X1	1	-.051	.003	.214*	-.070	.033	-.005	-.054
		.154	.624	.025	.103	.418	.716	.001
X2	-.051	1	-.086	.107**	-.125**	.043	.108*	.027
	.154		.082	.000	.005	.218	.037	.000
X3	.003	-.086	1	-.132*	.054	-.024	.026	-.023
	.624	.082		.032	.218	.418	.513	.000
X4	.214*	.107**	-.132*	1	.158**	-.076	.126**	.017
	.025	.000	.032		.001	.034	.005	.005
X5	-.070	-.125**	.054	.158**	1	-.057	-.014	.156*
	.103	.005	.218	.001		.162	.821	.003
X6	.033	.043	-.024	-.076	-.057	1	.006	.017
	.418	.218	.418	.034	.162		.712	.000
X7	-.005	.108*	.026	.126**	-.014	.006	1	.051
	.716	.037	.513	.005	.821	.712		.002
p(x)	-.054	.027	-.023	.017	.156*	.017	.051	1
	.000	.000	.000	.005	.003	.000	.002	

*(Statistical significance level: *p<0,1 **p<0,05 ***p<0,01)*
(Source: The survey data of the study)

Table 6: Multicollinearity test results

Coefficients	**t**	**Collinearity Statistics**	
		Tolerance	**VIF**
(Constant)	6.724	-	-
X1	1.127	.959	1.124
X2	1.121	.955	1.105
X3	1.215	.971	1.017
X4	.632	.865	1.254
X5	.518	.855	1.346
X6	1.754	.941	1.029
X7	.926	.859	1.126

(Source: The survey data of the study)

The analysis results show that the VIF of 7 independent variables included in the model are much smaller than 10. Therefore, there is no phenomenon of collinearity in the model, so the model has statistical significance.

Table 7 presents the results for binary logistic regression as follows:

Table 7: Results for the binary logistic regression model

Variables in the Equation	B	S.E.	Wald	df	Sig.	Exp(B)
X1	1.324	.617	1.213	1	.000	1.912
X2	1.226	.622	1.517	1	.001	1.589
X3	1.524	.613	1.298	1	.000	1.830
X4	0.117	.534	0.126	1	.012	.862
X5	0.624	.587	0.134	1	.003	.654
X6	1.526	.632	1.135	1	.000	.875
X7	0.217	.524	.617	1	.005	1.920
Constant	1.615	1,116	.002	1	.000	.200

*Statistical significance level: *p<0,1 **p<0,05 ***p<0,01)*

Observations N 150

Prob> Chi^2 0.00

Loglikelihood 75.296

Pseudo R^2 25.4%

(Source: The survey data of the study)

Table 7 presents the results of the logistic regression model with the dependent variable is the quality of Youth movement activities. The model has statistical significance with p <0.05, R^2 = 25.4% said the independent variables in the model can explain 25.4% of the change of the dependent variable according to the variation of the independent variable in the model. The variables are explained as follows:

Union officials with good working capacity have a better quality of union activity 1.324 times than those with limited ability to handle work, the effects of other factors in the model is constant. The above difference is statistically significant p <0.05 corresponding to 99% of confidence interval (OR = 1.324, 99%, CI = 5,22-9.63). Thus, the quality of Youth movement activities is influenced by capacity of the Youth Union officials.

Union officials who are constantly innovating in the mode of operation have a better quality of union activity 1.226 times than union officials who are slow to change, the effects of other factors in the model is constant. The above difference is statistically significant p <0.05 corresponding to 99% of confidence interval (OR = 1.226, 99%, CI = 4.16-5.97).

Investing more in Union activities have a better operating quality 1.524 times with little funding. The above difference is statistically significant p <0.05 corresponding to 99% of confidence interval (OR = 1.524, 99%, CI = 5.24-13.11).

Similarly, union officials who invest a lot of time in Union activities have 1.526 times higher quality of work than those who spend less time. The above difference is statistically significant p <0.05 corresponding to 99% of confidence interval (OR = 1.526, 99%, CI = 2.34-6.22).Thus, the quality of Youth movement activities is influenced by time spent for Union activities. With this result, the logistic regression model is written as:

Ln [p(x)/1-p(x)] = 1.615 + 1.324 × X1 + 1.226 × X2 + 1.524 × X3 + 0.117 x X4 + 0.624 x X5 + 1.526 x X6 + 0.217 x X7.

CONCLUSIONS AND RECOMMENDATIONS

Based on the regression results, we make some conclusions and recommendations to contribute to improving the quality and efficiency of youth movement activities at Thanh Hoa University of Culture, Sports and Tourism is as follows: The estimation results show factors such as the attention of the Party Committee; capacity of Union officials; propaganda for Youth unionists; content and mode of operation of the Union Youth; management of Union members; funding for Union activities; time for Union activities... affects the quality of youth movement activities at the school today. From actual research results at the unit, we propose some recommendations as follows:

(i) Focus on improving the quality of activities, union members, officials. Increase the ability to attract, gather and educate union members. In this way, it creates a strong change in awareness and actions and enhances the leadership capacity of Union officials;

(ii) Improve the quality by diversifying, renewing the contents, forms of activities, reorganizing, promoting the role of union members in building strong union;

(iii) To suggest the Party Committees has allowance policy for part-time Union officials; encourage the accumulation of learning and training points for enthusiastical participants, thereby creating a favorable environment for union members to cultivate, strive and train to become party members and become a force of capable officials of the political system at all levels;

(iv) Actively advise the Party Committee in introducing and awarding the list of elite union members to the Party and the Party's development in Union members. Follow the process of introducing and enrolling elite members into the Party seriously and effectively in accordance with the instructions, associated with the implementation of the Program of training union members.

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