

The Impact Of Extrinsic Motivation on the Tendency to Ethical Deviation Among Young Athletes

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Abstract

This study aims to analyze the relationship between extrinsic motivation and deviance behavior in sports, especially in young athletes. The main issue raised is how external reward-based motivations, such as financial and social recognition, can increase athletes' tendency to engage in deviant behaviors such as manipulation of match results, doping use, and non-compliance with coaches. This type of research is quantitative with a correlational approach, using a cross-sectional research design. The population in this study is young athletes from various sports in Indonesia, with a sample of 200 athletes selected purposively. The instrument used in this study is a questionnaire that measures extrinsic motivation and deviance behavior. The data collection technique was carried out through the distribution of questionnaires directly to respondents. The statistical analysis used was a multiple linear regression test to test the relationship between the free variable and the bound variable. The results showed that extrinsic motivation was significantly related to non-compliance with the coach $\beta = 0.407$, doping use $\beta = 0.258$, and manipulation of match results $\beta = 0.315$. The conclusion of this study is that extrinsic motivation, especially external pressure and social recognition, has a negative impact on athletes' behavior, so it is important for coaches and sports organizations to prioritize the development of intrinsic motivation to reduce the potential for deviance in sports.

Keywords: Extrinsic Motivation, Deviance in Sports, Young Athletes

INTRODUCTION

Motivation is one of the psychological factors that plays an important role in athlete performance. Motivation can be divided into two main categories: intrinsic motivation and extrinsic motivation (Mudrak et al., 2018). Extrinsic motivation refers to the drive that comes from external factors, such as financial awards, medals, or social recognition (Fern & Salamuddin, 2021). Athletes are often spurred by these incentives to achieve peak performance, but an over-reliance on extrinsic motivation can pose negative risks such as reduced internalization of moral values in sports (Fern & Salamuddin, 2021; Prabowo et al., 2023). A study by (Mouratidou et al., 2023) found that athletes who were overly motivated extrinsically tended to neglect the fair *play aspect* in order to achieve their goals. Thus, understanding the impact of extrinsic motivation is important in the context of coaching young athletes.

Extrinsic motivation has a positive side, such as increasing focus and purpose, but it can also have a negative impact if it is the only driver (Gentile et al., 2022a). In research by (Ivarsson et al., 2017) It was found that athletes who were only driven by external incentives were more likely to show emotional instability in the face of failure. This has the potential to lower sports ethics because the athlete is more focused on the results than the learning process. For example, large awards often encourage athletes to take shortcuts, such as using banned substances (Sonnentag & Krueger, 2006; Takahashi et al., 2020; Voigt et al., 2020). Therefore, it is important to manage extrinsic motivation so as not to dominate the intrinsic aspects of athlete coaching.

Ethical deviation in sport, or *deviance*, has become a major challenge in the modern world of sports (Kang et al., 2021). *Deviance* encompasses a variety of deviant behaviors, such as manipulation of match results, doping, and non-compliance with sports authorities (Boardley, 2018). This behavior is contrary to the principle of *fair play* that is the basis of sports. For example, a study by Nicholls et al. (2021) revealed that doping use in young athletes is often triggered by pressure from external expectations, including financial rewards and public recognition. This highlights the importance of research that links extrinsic motivation to deviance tendencies.

Match-fixing is one of the most serious forms of ethical deviation. According to (Hill, 2013) This phenomenon often occurs in young athletes who face financial pressure or a push to gain recognition sooner. Excessive extrinsic motivation can encourage athletes to engage in this manipulation, especially if they see it as a shortcut to achieving short-term gains (Spreitzer & Schenk, 2019). Empirical research is still limited to the direct relationship between extrinsic motivation and the tendency to manipulate results, so this research is important to fill the gap.

The use of doping is another form of *deviance* that is of global concern. Athletes are often tempted to use banned substances to improve their performance quickly, especially when the pressure to win comes from external expectations (Blank & Petróczi, 2023; Whitaker et al., 2016). Research by (Jones et al., 2024) suggests that extrinsic motivations, such as winning bonuses or sports scholarships, are positively associated with doping use tendencies. In the context of young athletes, this risk is even greater because they do not yet have strong self-control, so it is important to explore how extrinsic motivation plays a role in encouraging doping use.

Disobedience to coaches is a form of *deviance* that is often overlooked, but it has a significant impact on the character formation of young athletes. In research by (Kavussanu, 2008; Kavussanu et al., 2015, 2021), It was found that athletes who focus too much on external rewards tend to ignore the coach's authority, especially if the direction given is not in line with their personal goals. This creates a conflict between the interests of the individual and the team, which can disrupt team dynamics. Further, factors such as social pressure to win can exacerbate this non-compliance (Kavussanu et al., 2015; Peponaki et al., 2024).

Although previous research has identified extrinsic motivation as a risk factor for *deviance*, studies that directly link extrinsic motivation to three forms of ethical deviation (manipulation of results, doping, and non-compliance with coaches) are limited. Most studies focus only on one form of deviation, without taking into account the complex interactions between variables (Corrion et al., 2017). Thus, this research aims to fill this gap, focusing on young athletes who are in a critical period of the formation of sports values and ethics.

RESEARCH METHODS

This study uses a quantitative approach with a type of correlational descriptive research. This approach was chosen because it aims to analyze the relationship between extrinsic motivation as an independent variable and three forms of *deviance* in sports, namely manipulation of match results, the use of doping, and non-compliance with the coach as bound variables. The research design used is a *cross-sectional survey design*, where data is collected at a certain time to evaluate the relationship between variables in the young athlete population.

The population in this study is young athletes aged 15–25 years who are actively competing at the regional or national level. The research sample amounted to 250 athletes, which were selected using *the stratified random sampling technique*. Stratification is carried out based on the type of sport (individual or team) and the level of competition (regional or national) to ensure diversity and representation of the sample. The determination of the number of samples is based on *the Slovin formula* with a *margin of error* of 5%. The inclusion criteria for the sample included athletes who had been actively competing in the past two years, aged 15–25 years, and willing to participate in the study by signing *informed consent*. Athletes who are serving a punishment for doping or other *deviance* cases are excluded from the study.

The research instrument is in the form of a questionnaire that has been validated. The questionnaire to measure extrinsic motivation is adapted from *the Sport Motivation Scale II (SMS-II)*, which consists of several dimensions such as financial rewards, social recognition, and external pressure. Respondents were asked to answer using a 5-point *Likert scale* (1 = strongly disagree, 5 = strongly agree). To measure the form of *deviance* in sports, questionnaires adapted from the study were used (Kavussanu et al., 2021) and (Kang et al., 2021), which includes three subscales: manipulation of match results, doping use, and non-compliance with coaches. Each subscale has five items with the same *Likert scale*. The validity of the contents of the instrument was tested by three experts in the field of sports and psychology, while the reliability was tested using *Cronbach's Alpha* with a value of >0.7 .

Data collection is done by distributing questionnaires *online* using platforms such as *Google Forms*, as well as directly through coaches or team managers. Before filling out the questionnaire, respondents were given an explanation related to the purpose of the research and asked to sign *informed consent*. Respondents were given about 20–30 minutes to fill out the questionnaire, and the data that had been collected was checked for completeness and accuracy before being analyzed.

The collected data was analyzed using descriptive and inferential statistical methods. Descriptive statistics are used to describe the characteristics of respondents as well as extrinsic motivation patterns and *deviations* using *mean*, standard deviation, frequency, and percentage. The Pearson correlation test was used to measure the relationship between extrinsic motivation and each form of *deviance*. In addition, *path analysis* is carried out to identify direct and indirect relationships between independent variables and bound variables. Before the analysis was carried out, the *data normality* test was carried out using *the Shapiro-Wilk Test*, and the *multicollinearity test* was used to ensure that there was no relationship between the dimensions of extrinsic motivation that influenced each other. Data analysis was carried out using *SPSS software* for descriptive and correlation analysis.

RESULTS

The following are the results of the research which include descriptive data, prerequisite tests, and hypothesis test results.

Table 1. Descriptive Research Data

Variabel	Subvariabel	Mean	Std. Deviation
Extrinsic Motivation	Financial Awards	3.89	0.76
	Social Recognition	4.12	0.68
	External Pressure	3.55	0.85
<i>Deviance</i>	Match Result Manipulation	2.34	0.81
	Doping Use	2.10	0.72
	Non-compliance with Trainers	2.78	0.89

The highest extrinsic motivation was in the dimension of social recognition with an average of 4.12, while external pressure had the lowest average with an average of 3.55. For deviance, the highest average score was found on non-compliance with the coach with an average of 2.78, while doping use had the lowest average with an average of 2.10.

Table 2. Data Normality Test Results

Variable	Statistik	p-value	Information
Motivasi Ekstrinsik	0.974	0.081	Normal
Extrinsic Motivation	0.986	0.125	
Doping Use	0.981	0.094	
Non-compliance with Trainers	0.977	0.112	

All variables have a p-value > 0.05, so the data is declared normally distributed.

Table 3. Multicollinearity Test Results

Variabel	Tolerance	VIF	Information
Financial Awards	0.742	1.347	No multicollinearity
Social Recognition	0.810	1.235	
External Pressure	0.765	1.307	

The Tolerance value > 0.1 and VIF < 10 showed that there was no multicollinearity problem in the extrinsic motivation dimension.

Table 4. Pearson Correlation Test Results

Variable	r	p-value	Information
Extrinsic Motivation → Match Result Manipulation	0.512	0.000	Positive relationships are moderate and significant

Extrinsic Motivation → Doping Use	0.437	0.001
Extrinsic Motivation → Disobedience to Trainers	0.584	0.000

Extrinsic motivation has a significant relationship with all forms of deviance. The strongest association was found in the dimension of non-adherence to the coach ($r = 0.584$), followed by manipulation of match results ($r = 0.512$) and doping use ($r = 0.437$).

Table 5. Path Analysis Results

Variable	Path Coefficient (β)	<i>p-value</i>	Information
Financial Rewards → Match Result Manipulation	0.315	0.002	Signifikan
Social Recognition → Doping Use	0.258	0.014	
External Pressure → Non-Compliance with Coaches	0.407	0.000	

The results of the pathway analysis showed that external pressure had the greatest influence on non-compliance with coaches ($\beta = 0.407$), while social recognition was more dominant in influencing doping use ($\beta = 0.258$). Financial rewards have a significant contribution to the manipulation of match results ($\beta = 0.315$). The graph below shows the Pearson correlation value (r) and pathway coefficient (β) for the relationship of extrinsic motivation to the three forms of *deviance* in sport. Correlation values and pathway coefficients provide an idea of the strength of the relationship and the direct influence of extrinsic motivation variables on *deviance*.

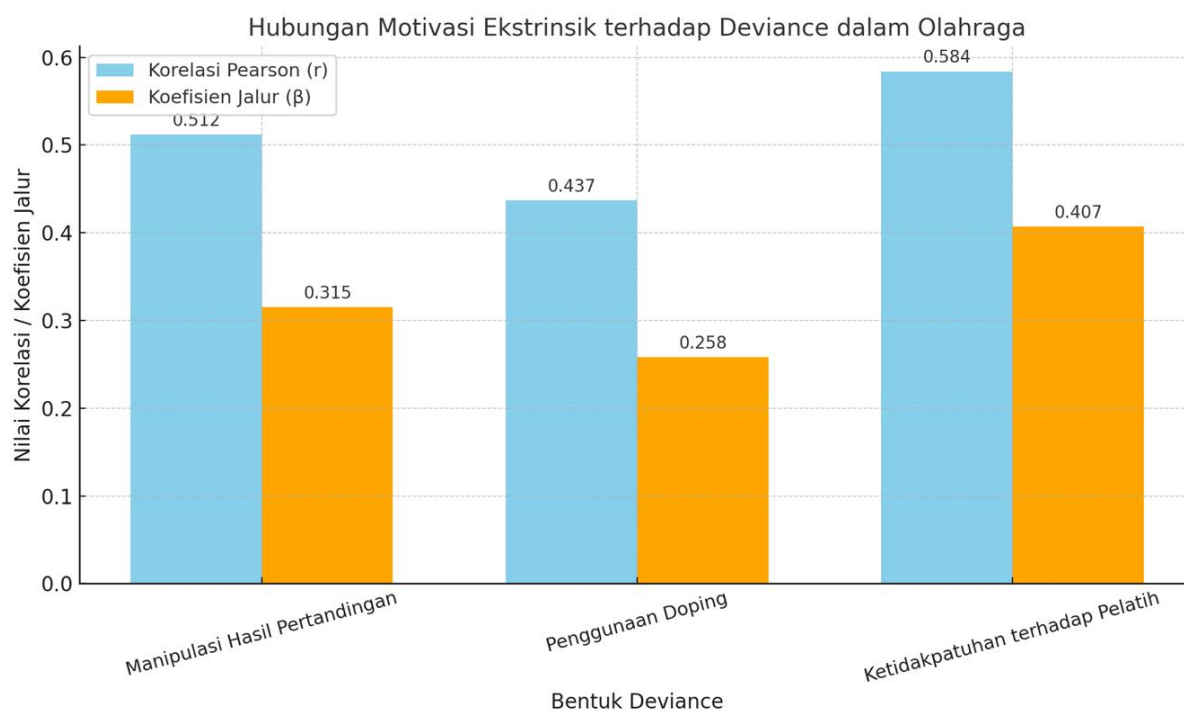


Figure 1. Graph of Pearson correlation *values* (*r*) and path coefficients (*β*)

DISCUSSION

Match result manipulation, or *match-fixing*, is often considered one of *the most destructive forms of deviance* in sports. The results of this study showed that extrinsic motivation had a significant positive relationship with manipulation of match results ($r = 0.512$, $\beta = 0.315$, $p < 0.05$). These findings are in line with research (Kavussanu et al., 2021) which found that athletes with reward-based motivation were more likely to engage in deviant behavior in order to win the match. Manipulation of match results is often done to meet external pressures, such as the expectations of sponsors or coaches (Gentile et al., 2022b). However, this study makes a new contribution by identifying financial rewards as one of the dominant factors in driving results manipulation. These findings confirm that an overly materialistic reward system can trigger deviations in athletes' behavior, especially among young athletes who are still vulnerable to external influences. Previous research (Stevenson et al., 2024) shows that excessive financial incentives often lead athletes to ignore the value of sportsmanship, especially at lower levels of competition, where supervision is often less stringent. This research expands on this idea by focusing on young athletes, who are still in the process of character formation (Jovanovic & Matejevic, 2014). Athletes in this group tend to have lower moral control than older athletes, making them more susceptible to offers of manipulation of match results (Blank et al., 2015). Therefore, this study emphasizes the importance of the role of coaches and sports authorities in shaping a culture of competition that is not only results-oriented but also ethical learning processes.

Doping use is another form of *deviance* that has been found to have a significant relationship with extrinsic motivation, particularly in the dimension of social recognition. The results of the analysis showed that extrinsic motivation had a moderate positive relationship with doping use ($r = 0.437$, $\beta = 0.258$, $p < 0.05$). This research supports the results of the research (Berjot et al., 2012), which suggests that the pressure to maintain competitive performance can encourage athletes to use doping. However, these findings expand on previous research by showing that social recognition is the motivational dimension most associated with doping use. Athletes who seek recognition from teammates, coaches, or the public are more likely to take the risk of using doping, even if this violates ethical norms (Stoyel et al., 2021). This indicates the need to pay more attention to communication patterns and expectations in the social sphere of athletes.

Previous studies (Backhouse, 2024) found that young athletes often see doping as a "quick fix" to meet high expectations from outsiders. However, the study makes a new contribution by showing that social recognition is a key driver, indicating that social pressure may be a more dominant factor than financial stress in the context of doping use. These findings are relevant for young athletes who are in the identity search phase and tend to measure success based on their acceptance of their social environment. Disobedience to the coach had the strongest association with extrinsic motivation compared to other forms of deviance ($r = 0.584$, $\beta = 0.407$, $p < 0.05$). These findings support the research (Blank & Petróczi, 2023), who found that athletes with external pressure often had an unharmonious relationship with their coach. This research provides a new perspective by identifying external pressure as the main motivational dimension that triggers non-compliance. This can be explained by the conflict between the athlete's desire to meet external

expectations (such as sponsorship or family) and the coach's instructions that are perceived as limiting their freedom (Haque et al., 2024). This non-compliance has the potential to disrupt the cooperative relationship between athletes and coaches, which ultimately negatively impacts athletes' performance.

Studies (O'Malley et al., 2024) found that excessive pressure from outsiders can create tension between athletes and coaches, especially if coaches are perceived as not supporting the athlete's extrinsic goals. The study reinforces those findings by highlighting that external pressure not only affects the coach-athlete relationship but also triggers more serious deviant behaviors, such as sabotage of coach strategies or absenteeism in training.

The study found that external pressure is the most influential dimension on *deviance* in sports, especially disobedience to coaches. These findings are important because most previous studies have only highlighted the role of financial rewards or social recognition. Thus, the study expands the understanding of how pressure from sponsors, families, or institutions affects the behavior of young athletes. The study underscores that young athletes are the group most vulnerable to the negative effects of extrinsic motivation. The transition period in the formation of their character makes them more susceptible to external pressures. Therefore, coaching programs need to focus on developing intrinsic motivation from an early age.

Conclusions

Based on the results of the research conducted, it can be concluded that extrinsic motivation has a significant relationship with deviance behavior in sports, especially in young athletes. The study found a strong positive association between extrinsic motivation and non-compliance with coaches ($r = 0.584$, $\beta = 0.407$), as well as a moderately positive association with doping use ($r = 0.437$, $\beta = 0.258$), and manipulation of match results ($r = 0.512$, $\beta = 0.315$).

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