

# Investigating Motivational Factors Among EFL Students in Learning English at Kampung Inggris Jogja

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**Abstract:** The study investigates the factors influencing English as a Foreign Language (EFL) students' motivation at Kampung Inggris Jogja, a non-formal education center. Using a qualitative phenomenological approach, data were collected through in-depth interviews with eight intermediate-level students. The analysis revealed that both intrinsic factors (interest, needs, hobbies, goals) and extrinsic factors (teachers, parents, environment) significantly affect students' motivation. The findings indicate that students are highly motivated, with a slight dominance of intrinsic motivation. The study concludes that both intrinsic and extrinsic factors are crucial in EFL learning at Kampung Inggris Jogja.

Keywords: motivation; intrinsic and extrinsic factors; efl students; non-formal education

### I. Introduction

English is currently used by billions of people worldwide (Uddiniyah & Silfia, 2020). This language serves as a crucial international medium, playing an important role in various contexts. Therefore, it is imperative that everyone can communicate effectively in English, irrespective of time or location. Both formal and informal education systems have contributed to spreading knowledge of this global language.

However, Andayani (2022) argues that learning English as a foreign language is essential for advancing science, technology, culture, and international communication. Consequently, teaching English from elementary school through university has become one of the most important educational priorities. English is a subject taught at almost every educational institution around the globe.

According to Djaelani & Putra (2021), learning a new language can be both boring and unpleasant for students. Therefore, language teachers must be creative and imaginative to enhance the teaching and learning experience. Without such engagement, learners find it difficult to master a new language. For example, when learning English as a foreign language, students may struggle with vocabulary during assignments, leading to poor motivation (Damayanti, 2023).

Motivation has become a critical component of the learning process. Husna and Murtini (2019) argue that motivation is essential for success in learning English. When students lack motivation, they may perceive learning as difficult and feel they are making little progress. Thus, a student's motivation significantly impacts their learning effectiveness. Ulfa and Bania (2019) state that learning and motivation are equally important in achieving educational goals. Learning enables students to acquire new knowledge and skills, while motivation drives them to complete the learning process.

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Subakthiasih & Putri (2020) and Nowell et al. (2017) categorize motivation in learning English into two types: intrinsic and extrinsic. Intrinsic motivation is the desire to learn a language to communicate with speakers from different cultures. Extrinsic motivation, on the other hand, refers to learning a language to achieve specific external goals, such as securing a job or passing a test.

Several studies have examined student motivation in learning English. Uddiniyah & Silfia (2020) investigated eleventh graders at SMAN 8 Kota Jambi and found that students are more motivated by internal factors than external ones. Nuraeni & Aisyah (2020) conducted research on EFL students at Universitas Muslim Maros and found that most students are driven by external factors, while only a few are motivated by internal factors.

Purnama et al. (2019), students enjoy learning English and are highly motivated. However, teachers still need to be more inventive with their use of media, strategies, and information to enhance students' enthusiasm for learning. The objectives of the teaching and learning process cannot be met without adequate motivation. In a related context, Nuradila (2017) examined learners' motivation and attitudes in non-formal EFL education. The study found that internal factors such as interest in learning, support from caregivers, intrinsic motivation, and anxiety significantly influence students' motivation to learn English, contrary to some previous studies. Additionally, research by Purwanto & Al Firdaus (2023) on the analysis of students' learning motivation in English courses for the Business Travel Department highlights the critical role of motivation in all activities, including learning. They reference Ghaedi & Jam (2014), who state that students experience boredom without motivation, negatively impacting their ability to understand or practice English.

In preliminary studies on the phenomena in the field, several inferences can be made. Learning in the research context is engaging and beneficial for all groups within an informal learning focus. Initially, age and background differences among students do not negatively affect their ability to learn. Secondly, an English-speaking area helps students practice English without hesitation, embarrassment, or anxiety. Thirdly, a strong interest in joining classes is evident, with most students actively participating in classroom activities despite occasional absences due to pressing matters. Lastly, engaging and enjoyable instruction helps students feel comfortable learning, making the study of English less tedious and repetitive.

With regard to the above discussion, these problems are fundamental to analyse because it is in accordance with reality in the field and followed by theory that can complement the evidence that will be presented by researcher in hisfindings and discussions. The issues outlined in the following stated question become more complex when the pertinent theories and some earlier related research are taken into consideration:

- 1. What are the intrinsic factors that influence English language learning among EFL students in Kampung Inggris Jogja (KIJ)?
- 2. What are the extrinsic factors that influence English language learning among EFL students in Kampung Inggris Jogja (KIJ)?
- 3. Which motivation is more dominant among EFL students in Kampung Inggris Jogja (KIJ)?

#### II. Review of Literatures

Motivation is defined by various psychologists in different ways. Harmer (2008) describes it as an internal drive pushing someone to achieve something, while Anisatul (2017) calls it a mental encouragement guiding behavior. Purwanto (2011) explains that motivation comes from the word "motive," meaning something that encourages action. According to Brown (2007), motivation involves choosing goals and the effort to achieve them. It includes intrinsic and extrinsic motives and is crucial for success in learning a second or foreign language. In the classroom, the teacher plays a key role in motivating students, particularly in learning a foreign language (Amalia, 2014).

### 2.1 Types of Motivation

Motivation can be categorized broadly into intrinsic and extrinsic types (Shi, Yin, et al., 2014). Intrinsic motivation refers to the drive to engage in an activity for its own sake, leading to deeper learning and personal satisfaction (Deci & Ryan, 1985). Extrinsic motivation is driven by external rewards or pressures, such as grades or praise (Ryan & Deci, 2000). Effective teachers balance both types to optimize student engagement and learning outcomes (Schunk, et al., 2008).

#### a. Intrinsic Motivation

Intrinsic motivation comes from within the individual, driven by personal interest, needs, goals, and hobbies.

- 1. **Interest**: Interest plays a crucial role in student engagement and success, driving attention and fostering a positive attitude towards learning (Achmad & Yusuf, 2016). It leads to deeper engagement and better academic performance (Hidi & Renninger, 2006; Schiefele, 1991).
- 2. **Need**: Needs are fundamental requirements for survival, well-being, or personal fulfillment (Papin-Michault, et al., 2016).
- 3. **Goal**: Goals provide direction and purpose, enhancing motivation and performance (Locke & Latham, 2002). Clear goals prompt proactive engagement and academic success (Zimmerman, 2000).
- 4. **Hobby**: Hobbies bring pleasure and fulfillment, acting as powerful intrinsic motivators (Csikszentmihalyi & Robinson, 1990; Ryan & Deci, 2000). They reduce stress and enhance well-being (Fredrickson, 2000; Stebbins, 2015).

### b. Extrinsic Motivation

Extrinsic motivation is derived from external incentives, such as rewards, social pressure, or punishment (Penny, 1996). Key sources include:

- 1. **Teachers**: Teachers play a crucial role in motivating students by fostering a supportive learning environment (Ryan & Deci, 2000). Effective teaching practices significantly influence student outcomes (Wentzel, 2004; Witter & Hattie, 2024).
- 2. **Parents**: Parental involvement and encouragement are critical for student motivation and success (Epstein, 2010; Gonzalez-DeHass, et al., 2005). Parents should actively support their children to foster intrinsic motivation and academic achievement (Hill & Tyson, 2009).
- 3. **Environment**: The surrounding environment, including cultural and societal attitudes, significantly impacts student motivation (Istianti, 2013; Fraser, 2012). Positive attitudes and a supportive learning environment enhance motivation (Gardner, 1985; Dörnyei, 2001; Lamb, 2020).

#### 2.2 Non-Formal Education

Non-formal education encompasses learning outside traditional school systems, including customized and experiential learning tailored to individual interests. This flexible approach includes alternative education forms like unschooling, homeschooling, self-teaching, and youth work, promoting lifelong learning and adaptability. Unlike the rigid structure of formal education, non-formal education encourages self-directed learning, critical thinking,

and problem-solving skills by allowing learners to engage deeply with real-world issues and practical applications. It fosters positive learning environments through community and relationship-building and accommodates diverse learning styles and needs, leading to a more engaging and personalized educational experience (Rogoff, 2003; Callanan et al., 2011; Knowles, Holton, & Swanson, 2015).

#### III. Research Methods

This research employed a qualitative design to investigate natural social life, as explained by Saldana (2011), and to understand people's attitudes in real-life situations, as stated by Ary et al. (2010). The study used total population sampling, a purposive technique where every member of the population meeting specific criteria is included. This approach, particularly useful for small populations, ensures a comprehensive understanding of the population, capturing full variations and characteristics (Patton, 2015; Teddlie & Yu, 2007). By including all relevant individuals, the research aims for robust and reliable findings (Etikan et al., 2016).

According to Boyce and Neale (2006), in-depth interviews are useful for obtaining detailed information about a person's thoughts and exploring new issues. This study used both close-ended and open-ended questions to allow unrestricted responses. The interviews, conducted in Indonesian, aimed to ensure clarity and avoid miscommunication. The data were transcribed and analyzed qualitatively using Thematic Analysis (TA), which involved familiarizing with the data, generating codes, and identifying themes. TA was chosen for its flexibility in identifying patterns related to participants' perceptions, experiences, and practices (Clarke & Braun, 2017).

### IV. Results and Discussion

### 4.1 The Intrinsic Factors That Influence English Learning Among EFL Students

As mentioned in the previous subsection, the intrinsic factors that influence EFL students learning involve four different aspects. These aspects were viewed from the perspective of EFL students, encompassing (1) English Learning Enthusiasm, (2) English Learning Necessities, (3) Learning English as a Hobby, and (4) English Learning Objectives. The study applied the theory proposed by Gage and Berliner, (1984, p.374) in Ulfa, M., & Bania, A. S. (2019), which described the intrinsic factors that influence students in learning. In their research, the scholars identified four intrinsic factors that have the majority impact on students' learning motivation, including students' interests, needs, hobbies, and goals.

### a. English Learning Enthusiasm

The first factor experienced the EFL students is English learning enthusiasm, which is commonly felt during the learning process by EFL students. The finding significantly impacts their engagement and performance. Students who expressed a genuine interest in the language were more likely to participate actively in class, complete assignments diligently, and seek additional learning resources outside the classroom. This finding aligns with several recent theories. Renninger and Hidi (2020) states that interest is a powerful motivator that drives engagement and deep learning. They argue that developing a personal interest in a subject can lead to sustained motivation and improved learning outcomes. Schiefele (2019) also emphasizes the role of interest in academic motivation, stating that interest enhances cognitive processing and the willingness to engage in learning activities. Furthermore, Purnama et al. (2019) in their study indicated that the students are enjoying learning English and they feel more interested in English.

Deci and Ryan's Self-Determination Theory (SDT, 2020), which posits that intrinsic motivation, driven by interest, enhances learning outcomes. According to SDT, when students find learning activities inherently enjoyable and satisfying, they are more likely to engage deeply and persist in their efforts. This finding is also supported by the concept of intrinsic motivation in Gardner's Socio-Educational Model (Gardner, 1985), which highlights that positive attitudes towards learning a language foster higher motivation and better outcomes. Renninger & Hidi, (2015) emphasized that both situational and individual interest play crucial roles in sustaining students' engagement. Teachers can spark situational interest by introducing engaging materials and activities, which can evolve into a deeper, enduring individual interest in English.

# b. English Learning Necessities

Second factor which was indicated in the finding by EFL students is English learning necessities, students' perceived need to learn English emerged as a crucial factor. The need to learn English for personal, academic, or professional reasons emerged as another crucial intrinsic factor. Students who perceived English as essential for achieving their future goals were more motivated to learn. This finding is supported by (Locke & Latham, 2019), which posits that specific and challenging goals can enhance motivation and performance. According to this theory, the perception of English as a necessary skill creates a powerful internal drive to achieve proficiency. Additionally, Dörnyei's L2 Motivational Self System (2020) highlights that students' vision of their ideal L2 self, or the person they aspire to become by learning the language, can significantly influence their motivation and learning efforts.

In addition, EFL students recognized the practical benefits of English proficiency, such as better job prospects and academic opportunities. This recognition created a strong intrinsic motivation to excel in their language studies. This finding supports the Expectancy-Value Theory (Eccles et al., 2002), suggesting that students' motivation to learn increases when they see the value in a subject. The theory emphasizes that students' beliefs about the importance and utility of learning English directly influence their engagement and effort.

Additionally, the Self-Efficacy Theory (Bandura, 1994) can be applied here, as students who believe in their capability to succeed in learning English are more likely to view it as a necessary and valuable skill, thereby enhancing their motivation. Consequently, fostering belief in English's benefits and students' abilities enhances their commitment to learning. Moreover, educators can utilize these theories by incorporating practical uses of English into the curriculum, helping students link their language abilities to real-world results.

#### c. Learning English as a Hobby

The third factor which was found in the findings is learning English as a hobby. It is indicated to be a significant motivator. Students who enjoyed engaging with English through activities such as reading, watching movies, or using social media in English showed higher levels of motivation and proficiency. This finding aligns with Wilson (2017), which posits that intrinsic motivation, driven by enjoyment and interest in the activity itself, leads to more sustained and effective learning. Csikszentmihalyi's Flow Theory (2021) also supports this finding, suggesting that when students engage in activities they enjoy, they are more likely to experience flow, a state of deep absorption and enjoyment that enhances learning and performance.

Additionally, learning English was not just a necessity but a passion. These students often engaged in activities such as watching English movies, reading English books, and participating in language clubs, which significantly improved their proficiency. The concept of

flow (Csikszentmihalyi, 2002) explains this phenomenon, where students lose track of time and immerse themselves in enjoyable activities that also serve as learning experiences. Flow theory suggests that when learners are deeply engaged in activities where they are passionate about, they experience heightened focus and enjoyment, leading to more effective learning. This finding is also in line with Vygotsky, (1978), which posits that learning occurs most effectively in socially interactive and culturally relevant contexts, such as engaging in hobbies that involve the target language.

## d. English Learning Objectives

The last factor of intrinsic motivation that was discovered in the findings is English learning objectives. The study revealed that having clear personal goals for learning English is a critical intrinsic motivator. Several specific goals which stated by the students, such as studying abroad, obtaining a particular job, or achieving academic success, were more dedicated to their English studies. This finding is consistent with (Deci & Ryan, 2020), which emphasizes the importance of autonomous goals and personal aspirations in motivating learning. Goals that are aligned with personal values and interests are more likely to foster intrinsic motivation and sustained effort. Additionally, Elliot & Hulleman, (2017) highlights the role of mastery and performance goals in academic motivation, indicating that students who set specific learning goals are more likely to achieve higher levels of proficiency.

Students' goals for learning English, such as pursuing higher education or achieving specific career milestones, were found to be strong motivators. Goal-Setting Theory (Locke & Latham, 2002) explains that clear, achievable goals can enhance motivation and performance. According to this theory, students with well-defined goals demonstrated more perseverance and dedication in their English studies. The theory emphasizes that specific and challenging goals lead to higher performance as they provide direction, increase effort, and foster persistence. Furthermore, Dörnyei's L2 Motivational Self System (Dörnyei, 2009) supports this finding by suggesting that learners' vision of their ideal L2 self, including future career and academic aspirations, drives their motivation to learn a second language.

## 4.2 The Extrinsic Factors That Influence English Learning Among EFL Students

As mentioned earlier, extrinsic factors influencing EFL students' learning encompass various aspects viewed from the students' perspective, including Teacher Influence, Parental Support, Supportive Learning Environment, and Peer Support. The study draws upon the theory proposed by Gage and Berliner (1984, p.374) in Ulfa, M., & Bania, A. S. (2019), which identifies these factors as influential in student motivation. The research examines each factor in relation to existing literature on language learning motivation.

### a. Teacher Influence in Learning

The study found that the role of teachers is a significant extrinsic factor influencing EFL students' motivation and learning outcomes. The study emphasized several roles of the teachers viewed including effective teaching methods, teacher enthusiasm, teachers' expectations, and supportive teacher-student relationships, etc. were identified as key elements. This finding aligns with several recent theories. Mercer and Dörnyei's, (2020), which emphasizes the impact of teacher enthusiasm, instructional style, and supportive interactions on student motivation. Teacher provided interesting teaching to enhance the students' eagerness to learn, in connection with that Gao and Zhang (2019) also highlight the importance of teacher-student rapport and the use of engaging teaching methods in fostering a positive learning environment.

Reeve's (2018) research based on Self-Determination Theory indicates that autonomy-supportive teaching, which promotes student choice and self-initiative, greatly boosts intrinsic motivation and engagement. Rubie-Davies (2018) also notes that teachers' expectations can significantly affect student performance, with high expectations often leading to better outcomes through a self-fulfilling prophecy. Hattie (2017) underscores that instructional quality is a key predictor of student achievement, highlighting the vital role of teachers. Additionally, Fredricks et al. (2016) emphasize the importance of cognitive, emotional, and behavioral engagement, suggesting that teachers who create interactive and supportive environments can significantly enhance student motivation and learning. Furthermore, the integration of diverse teaching strategies tailored to individual student needs can foster a more inclusive and effective learning environment. This comprehensive approach ensures that all students have the opportunity to succeed and reach their full potential.

### b. Parental Support in English Learning

Parental involvement was identified as a significant extrinsic factor influencing students' motivation to learn English. The study revealed that students whose parents showed awareness, provided financial and facility support, expressed interest in their English education, and offered support at home were more motivated and performed better academically. These findings suggest that parental involvement plays a crucial role in shaping students' educational experiences and outcomes.

This finding aligns with Pomerantz et al. (2018) posit that parental encouragement, assistance with homework, and positive reinforcement contribute significantly to higher academic motivation and achievement. Their research highlights that when parents are actively engaged in their children's education, students are more likely to feel motivated and supported in their academic pursuits. Furthermore, Kim and Hill (2020) emphasize that parents' attitudes towards education and their involvement in school-related activities positively impact students' motivation and academic success. They found that when parents demonstrate a positive attitude towards learning and participate in school functions, it sets a valuable example for their children, fostering a more motivated and engaged approach to education.

Similarly, Grolnick and Slowiaczek (2018) highlight the importance of parental involvement in creating a supportive learning environment. Their research indicates that parental engagement not only provides emotional support but also promotes an environment conducive to learning, where students feel encouraged and motivated to succeed. Additionally, Wilder (2014) underscores the strong correlation between parental involvement and students' academic success, emphasizing that parental support offers essential emotional and academic encouragement. Wilder's research suggests that parents who are involved in their children's education contribute to a sense of security and motivation that is crucial for academic achievement.

#### c. Supportive Learning Environment

The broader learning environment, including school facilities, access to resources, and the cultural context, was identified as an influential extrinsic factor. The study found that EFL students who had access to comfortable classroom, English-speaking areas, and adequate facilities, and engaging learning activities showed higher levels of engagement and proficiency related to English showed higher levels of motivation and better learning outcomes.

This finding aligns with several key educational theories and research. Bronfenbrenner, (2019) suggests that multiple environmental layers, from immediate settings like the classroom to broader contexts such as community and culture, play a crucial role in student development

and learning. This literature emphasizes the interconnectedness of various environmental factors and their collective impact on a student's educational experience. For EFL students, a well-structured and resource-rich environment can significantly enhance their learning process by providing continuous exposure and opportunities to practice the language.

Deci and Ryan, (2020) further highlights the importance of a supportive learning environment. According to this literature, environments that provide appropriate resources and opportunities for student autonomy enhance both motivation and academic performance. When students feel that their learning environment supports their autonomy and offers the resources they need, they are more likely to be intrinsically motivated, leading to better engagement and learning outcomes.

Hanushek and Woessmann (2021) stress the importance of institution quality and resource availability in student achievement, indicating that well-resourced educational settings significantly contribute to positive learning outcomes. Schools with comfortable classrooms and engaging extracurricular activities related to English foster an environment conducive to language acquisition, enhancing students' motivation and performance. Furthermore, Long's Interaction Hypothesis (2017) suggests that enriched environments providing ample opportunities for comprehensible input are crucial for effective language learning. This supports the idea that environments rich in English language resources and opportunities for interaction can significantly boost EFL students' language proficiency.

### d. Peer Support in English Learning

Although there have been numerous studies discussing the extrinsic factors that influence EFL students' English learning, some research presents a different perspective on the extrinsic factor, which is not in line with the findings of this study. For instance, Lamb and Budiyanto, (2020) emphasizes the role of peer influence in language learning among EFL students. They argue that peer interactions provide a low-stress environment for practicing language skills, which can be particularly beneficial for students who might feel anxious or self-conscious about speaking English in formal settings. Additionally, Zajonc, (2019) suggests that the presence of supportive peers can enhance performance on learning tasks. This theory posits that individuals perform better on tasks when they are in the presence of others, particularly when those others are seen as supportive and encouraging.

Peers were found to significantly influence students' motivation to learn English. The study indicated that students with friends who were also interested in learning English, or who provided support and encouragement, exhibited higher levels of motivation and engagement in their language studies. According to Dörnyei, (2020) identifies the impact of the Ideal L2 Self and the Ought-to L2 Self, where peers play a crucial role in shaping students' language learning identities. When students are surrounded by peers who are interested in English or who aspire to achieve high levels of proficiency, they are more likely to envision themselves reaching similar goals.

This finding aligns with Vygotsky, (2017), which posits that social interactions and collaborative learning with peers play a critical role in cognitive development and motivation. According to Vygotsky, these interactions facilitate the internalization of knowledge and skills, as peers can provide explanations, support, and feedback that enhance learning. Wentzel, (2018) research on peer influence and academic motivation supports this view, suggesting that positive peer interactions and friendships can enhance students' motivation and engagement in learning activities. Wentzel found that peers serve as important sources of social support and can positively influence each other's attitudes towards learning. When students see their

friends valuing education and striving to succeed, they are more likely to adopt similar attitudes and behaviors.

## 4.3 The dominant motivation among EFL students in Kampung Inggris Jogja (KIJ)

The findings indicating that the average score for intrinsic motivation (6.40) is higher than that for extrinsic motivation (6.35) among EFL students at Kampung Inggris Jogja (KIJ) provide significant insights into the motivational dynamics within this learning community. Intrinsic motivation, which involves engaging in an activity for its inherent satisfaction and personal reward, is crucial for sustainable and deep learning. Research has consistently shown that intrinsically motivated learners are more likely to engage deeply with the material, exhibit persistence in the face of challenges, and employ creative and flexible thinking strategies (Ryan & Deci, 2017).

As highlighted by Ortega, L. (2023). Ortega's recent study focuses on the role of motivation in language learning during the pandemic. She finds that students who maintained high levels of intrinsic motivation were more resilient and adaptive to the challenges of remote learning. As reported by Lamb, M., & Arisandy, F.E. (2021). Their research in the Indonesian context provides evidence that intrinsic motivation significantly influences students' engagement and success in learning English. They suggest that educational practices that support students' intrinsic interests can enhance language learning outcomes.

According to Ushioda, E. (2020). In her work on language learner autonomy, Ushioda highlights how intrinsic motivation is closely linked to learners' sense of autonomy and personal agency. This perspective is relevant to KIJ, where the learning environment promotes self-directed learning and active participation. On the other hand, Noels, K.A., Clément, R., & Pelletier, L.G. (2019). This study examines the interplay between intrinsic and extrinsic motivation in language learning, finding that intrinsic motivation is more strongly associated with positive learning outcomes, such as higher levels of self-efficacy and lower anxiety.

As stated by Gardner, R.C., & Lambert, W.E. (2017). This study emphasizes the role of integrative motivation, a form of intrinsic motivation, in language learning success. It highlights that students who learn a language out of genuine interest and a desire to integrate into the culture of the language community tend to achieve higher proficiency levels. Furthermore, Dörnyei, Z., & Ushioda, E. (2017). Their research on motivation and second language acquisition underscores the importance of intrinsic motivation in achieving long-term language learning goals. They argue that while extrinsic rewards can provide initial motivation, intrinsic motivation is essential for sustained engagement and continued learning.

### V. Conclusion

Concerning the findings above the following presents to conclusions are made below. First, the researcher concludes that intrinsic factors that influence English language learning among EFL students at Kampung Inggris Jogja (KIJ) encompass personal interest in learning, individual goals, personal needs, and enjoyment derived from language acquisition. These factors drive students' internal motivation and engagement with the English language.

Second, the researcher concludes that extrinsic factors which shape English language learning among EFL students in Kampung Inggris Jogja (KIJ) include support from teachers, parents, peers, and the learning environment. Significantly impacts students' attitudes and

dedication to learning English. Together, these extrinsic factors create a supportive environment that enhances students' English language acquisition journey.

Third, the researcher indicates that the more dominant motivation that drives EFL students' learning activities more effectively and successfully is shown the intrinsic motivation. While extrinsic motivation, such as the pursuit of better job prospects, academic achievements, and social recognition, also plays a significant role, it tends to be more effective as an initial motivator. Over time, however, the enjoyment, interest, and personal fulfillment derived from learning English become the primary drivers of sustained engagement and success.

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