Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA

Title of Research
Factors Influencing Intention of Youth to Donate Blood: A Case Study at UiTM Melaka City Campus

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CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE SUPERVISOR

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Title of Research Report: Factors Influencing Intention of Youth to Donate Blood:

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I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

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Date:
Acknowledgement

Alhamdulillah, our highly grateful to Allah S.W.T. for giving us strength to complete this research proposal. We also would like to express our compliments to Rasullullah S.A.W.

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Wassalam.

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Declaration

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM’s.

Signed

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Nothing is comparable to the preciousness of human blood. In this new era, although there are many modern and advance technology to produce something, but there is no factory that can manufacture blood. Human blood has no substitute. It is only in human beings that human blood is made and circulated. For those who are requiring blood for saving their lives, sharing from other family and fellows is the only means. Requirement of safe blood is increasing and regular voluntary blood donations are vital for blood transfusion services. Blood collection and transfusion are crucial to the functioning of a self-sufficient community based healthcare system in the Malaysia and the world.

Therefore, there are researches who studied about blood donation. It is critical to understand motivators to blood donation. There are many factors that motivate blood donation decision. Identifying distinctive target donor segments is perhaps a challenge, particularly as different donors have different characteristics and their motivations to donate blood would be different. First time donor and repetitive donor have different