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**EXTENDED
ABSTRACT**

The Effect Between Peer Influence on Interest in E-Sport Participation Toward UiTM Seremban 3 Students

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I. INTRODUCTION

Esports have surged in popularity among youth, yet the role of peer influence in shaping interest remains understudied [1]. This study explores how peer dynamics affect interest in e-sports participation among UiTM Seremban 3 students, addressing motivational gaps and gender-based differences. The findings aim to enhance understanding of social factors driving e-sports engagement within academic communities.

II. METHODS

Data were collected using online surveys, interviews, and observations from 417 students at UiTM Seremban, selected through convenience sampling. The questionnaire assessed peer influence and e-sports interest. Descriptive statistics summarized participant characteristics, Pearson correlation evaluated the relationship between variables, and an independent t-test examined gender-based differences. The mixed-methods approach provided both quantitative and qualitative insights into e-sports participation motivations.

III. RESULTS AND DISCUSSION

A. To Identify Peer Influence Among UiTM Seremban 3 Students

Peer influence was present but not dominant, with most students acknowledging some peer impact on e-sports participation. Differences emerged based on age and academic program, suggesting social influence varies across demographic subgroups.

B. To Determine the Interest on Participation in E-Sport Among UiTM Seremban 3 Students

Students reported a medium level of interest in e-sports, primarily for relaxation and leisure. Prior gaming experience and frequency showed no major influence on their interest.

TABLE I
DESCRIPTIVE ANALYSIS

	Mean Peer Influence	AZ
N	417	417
Missing	0	0
Mean	2.42	3.67
Median	1.60	4.47
Standard deviation	1.28	1.32
Minimum	1.44	1.37
Maximum	4.64	4.68
Shapiro-Wilk W	0.678	0.675
Shapiro-Wilk p	< .001	< .001

C. To Examine the Significant Effect Between Peer Influence and Interest on Participation in E-Sport

A statistically significant yet weak correlation was found between peer influence and e-sports interest. This suggests that while peer dynamics play a role, other motivational factors are more influential.

TABLE II
CORRELATION MATRIX

		Mean Peer Influence	AZ
Mean Peer Influence	Pearson's r	—	—
	df	—	—
	p-value	—	—
	Spearman's rho	—	—
	p-value	—	—
AZ	Pearson's r	-0.989	—
	df	415	—
	p-value	< .001	—
	Spearman's rho	-0.580	—
	p-value	< .001	—

D. To Investigate the Differences Between Peer Influence and Interest on Participation in E-Sport Based on Gender

Gender-based analysis revealed significant differences. Male and female students varied in levels of peer influence and e-sports interest, with distinct influencing factors noted between the two groups.

TABLE III
INDEPENDENT T-TEST

		Statistic	df	p
Mean Peer Influence	Student's t	4.83 *	415	< .001
AZ	Student's t	-4.35 *	415	< .001

Note. $H_0: \mu_{\text{Female/ Perempuan}} = \mu_{\text{Male/ Lelaki}}$
* Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances

IV. CONCLUSIONS

This study found that while peer influence affects e-sports interest among UiTM Seremban 3 students, the effect is limited. Gender, age, and academic program contributed to variation in interest and influence. Esports engagement appears more leisure-driven than peer-driven, indicating a need to explore intrinsic motivational factors further.

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