

UNIVERSITI TEKNOLOGI MARA

**MOTIVATION FACTORS OF FOOTBALL
SPECTATORS' ATTENDANCE ON FOOTBALL
MATCHES**

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Research Project submitted in partial fulfillment
of the requirements for the degree of
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DECLARATION

I, Ridhwan Bin Sarani (I/C Number: 940524-14-5869) declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work.

This work has not previously been accepted in substances of any degree, locally or overseas and not being concurrently submitted for any degrees.

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.


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ABSTRACT

The purpose of this study to determine the specific motivation factors of football spectators' attendance on football matches based on age category and genders. A total of two hundreds spectators (N=200) were selected via convenience sampling to participate in this study. This study was using demographic questionnaire and Sport Fan Motivation Scale (SFMS) questionnaire. The data were analyzing by using SPSS version 23 with two inferential statistics which were One-Way ANOVA and Independent T-Test. From the result, only one motivation factors that shown the significant differences which were escape factors ($p = 0.002$). Meanwhile, the motivation factors did not shown significant differences based on genders. As a conclusion, the spectators that attend to the football matches with the variety of motivation factors.

Keywords: *Motivation factors, Football Spectators*

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