

UNIVERSITI TEKNOLOGI MARA

**MOTIVATIONAL FACTORS OF PARTICIPATION IN
STORM SWEAT RUN 2018**

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Research Project submitted in partial fulfillment of the
requirements for the degree of Bachelor of Sports
Management (Hons.)


Faculty of Sports Science and Recreation

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AUTHOR'S DECLARATION

I 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 thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The purpose of this study is to determine the motivational factors of participation in Storm Sweat Run 2018. 260 runners from University of Putra Malaysia were involved as the main respondent in this study. For the purpose of the study, the questionnaire was adapted and adopted from Motivations of Marathoners Scales (MOMS) developed by Masters & Ogles (1993). The result showed the highest mean score for motivational factors was “achievement factors” ($M = 4.45$, $SD = 0.55$). The result showed there is a significant difference in motivational factors between gender. Therefore, based on the result, there was a significant difference in the scores for male ($M = 4.07$, $SD = 0.54$) and female ($M = 3.96$, $SD = 0.26$) groups; $t(2.16) = 218$, $p = .03$. The result showed there is a significant difference in motivational factors between age. Therefore, based on the result, there was a significant difference of age at the $p < .05$ level for three groups [$F(2, 257) = 4.82$, $p = .009$]. Overall, by identifying the motivational factors among runners the results of the study will allow a reappraisal of how to increase the participation in marathon events.

Keywords: Motivation, Runner, Marathon Event

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