



**INFLUENTIAL FACTORS ON INTENTION TO QUIT SMOKING AMONG YOUTH
MALE SMOKERS IN UiTM CAWANGAN MELAKA KAMPUS BANDARAYA
MELAKA**

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JULY 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Nurul Aishah binti Mohd Noor, (960923-10-6224)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information haven been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

Dr. Koe Wei Loon,
Lecturer of UiTM Cawangan Melaka Kampus Bandaraya Melaka,
Faculty of Business Management,
Universiti Teknologi MARA,
110, Off Jalan Hang Tuah,
75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER (IBM672)

Enclosed here is the project paper entitled “**INFLUENTIAL FACTORS ON INTENTION TO QUIT SMOKING AMONG YOUTH MALE SMOKERS IN UiTM CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. I hope this report will achieve the objective of this study.

Thank you,

Yours sincerely,

.....
Nurul Aishah binti Mohd Noor
2016586365

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ABSTRACT

The conduct of this study is aimed to identify the influential factors on intention to quit smoking among youth male smokers in UiTM Cawangan Melaka Kampus Bandaraya Melaka and it was done based on the Theory of Planned Behavior (TPB) proposed by Icek Ajzen in 1985. Non-probability under purposive sampling was employed for the study and questionnaire was used as the core to collect the data. The questionnaire was distributed via QR code and Google Form link over a period of 2 weeks from 27th April until 11th May 2019. At the end of the time frame, a total of 116 usable questionnaires were collected and they were then keyed in and analysed using the SPSS software version 22. According to the data analysis, two of the independent variables which are attitude and perceived behavioral control were found to have significant relationships with intention to quit smoking. Meanwhile, it was found that subjective norms do not have a significant relationship with intention to quit smoking. Based on the findings, several recommendations have been made at the end of the report, proposing for the Malaysian government and for the future researchers.

Keywords: Intention to quit smoking, attitude, subjective norms, perceived behavioral control