

**UNIVERSITI TEKNOLOGI MARA KEDAH
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
BACHELOR ADMINISTRATIVE SCIENCE**



**A STUDY ON THE INTENTION TO DONATE BLOOD
AMONG UNIVERSITY STUDENTS IN AIMST
UNIVERSITY**

HAYATUN KAMILAH BINTI JAMALLUDIN

2016427438

ISNANI NUR HIJRAH BINTI IBRAHIM

2016437006

JUNE 2018

**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE
SUPERVISOR**

Name of Supervisor : MADAM NURULAINI BINTI ZAMHURY

Title of Research : A STUDY ON THE INTENTION TO DONATE BLOOD
AMONG UNIVERSITY STUDENTS IN AIMST
UNIVERSITY

Name of Student : HAYATUN KAMILAH BINTI JAMALLUDIN(2016427438)
ISNANI NUR HIJRAH BINTI IBRAHIM(2016437006)

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

(MADAM NURULAINI BINTI ZAMHURY)

THE DECLARATION

Declaration

I hereby declare that the work contained in this study is my own expect those which have been duly identified and acknowledged. If I am later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

Signed:



Name : Isnani Nur Hijrah binti Ibrahim

Matric No : 2016437006



Name : Hayatun Kamilah binti Jamalludin

Matric No : 2016427438

Abstract

Blood shortages have become one of the major problems in the most countries in the World. The issues have raised concerns in Malaysia as the numbers of blood could not reach the target in getting the blood. In addition, by donating blood, it can save three life of people with one pins bags blood. It is show that, the availability of blood is important to save the people life. The study examines the level of intention to donate blood among students in AIMST University. A stratified and conventional survey among students in AIMST University was applied and used in this study. The numbers of questionnaire distributed were 217 completed questionnaires but only 186 questionnaires were returned and useable. The data obtained were analysed and these following findings were found out. The relationships of health motivation, health knowledge and health consciousness and their level of intention to donate blood were further examined. All of these relationships were found to be significant. However, the levels of intention to donate bloods among AIMST University students were still at the moderate level. The study also provides strong evidence that it is essential to raise the intention to increase numbers of pledge blood donors.

Chapter 1: Introduction

1.1	Introduction	1
1.2	Background of study	1-2
1.3	Problem statement	2-3
1.4	Research Questions	4
1.5	Research Objectives	4-5
1.6	Scope of study	5
1.7	Significant of study	6
1.8	Definition by terms/concepts	6-8
1.9	Conclusion	8

Chapter 2: Literature Review and Conceptual Framework

2.1	Introduction	9
2.2	Intention to donate blood	9-11
2.3	Theory of Planned Behavior	11-12
2.4	Variable related to the study	13-17
2.5	Conceptual framework	17-19
2.6	Hypothesis	20-22
2.7	Conclusion	23

Chapter 3: Research Method

3.1	Introduction	24
3.2	Research Design	24
3.3	Unit/Level of Analysis	25
3.4	Sample Size	25-26
3.5	Sampling Technique	26-27
3.6	Measurement / Instrument	28-33
3.7	Data Collection	34
3.8	Data Analysis	34
3.9	Conclusion	37

Chapter 4: Findings

4.1	Introduction	38
4.2	Profile of Respondent	38-36
4.3	Goodness of Measure	37-41
4.4	Assumption Testing	41-42
4.5	Descriptive Analysis	42-44
4.6	Pearson Product – Moment Correlation	45-47
4.7	Summary of Hypothesis	48
4.8	Multiple Regression	48-49

LIST OF TABLES

Table 3 .1: Uma Sekaran Table for Determining Sample Size	26
Table 3 .2: Measurement Table of Intention to Donate Blood Among University Students	28
Table 3 .3: Range of Cronbach's Alpha	35
Table 3 .4: Summary of Reliability Test	36
Table 4 .1: Summary of Profile of Respondent	39
Table 4 .2: Summary of Reliability Test	41
Table 4 .3: Summary of Normality Test	42
Table 4 .4: Summary of Level of Intention(Overall)	42
Table 4 .5: Level of Intention to donate Blood by Item	44
Table 4 .6: Summary of Registered Blood Donor in AIMST University	44
Table 4 .7: Summary of Correlation of Health Motivation and Level Of Intention to Donate Blood	46
Table 4 .8: Summary of Correlation of Health Knowledge and level of Intention to Donate Blood	46
Table 4 .9: Summary of Correlation of Health Consciousness and Level Of Intention to Donate Blood	47
Table 4 10: Summary of Relationship between Health Motivation, Health Knowledge, Health Consciousness with Level of Intention to Donate Blood among University Students Using Pearson's correlation analysis	48
Table 4.11: Summary of Coefficients Regression between Health Motivation, Health Knowledge, Health Consciousness and Level of Intention To Donate Blood among University Students using Multiple Regression	49