

UNIVERSITI TEKNOLOGI MARA

**FACTORS OF MOTIVATION THAT
LEADS INVOLVEMENT IN OUTDOOR
LEISURE ACTIVITY**

By

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TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	i
TABLE OF CONTENTS	ii
DECLARATION	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii

CHAPTER

1	INTRODUCTION	
	1.1	Background of Study 1
	1.2	Statement of Problem 3
	1.3	Research Objectives 4
	1.4	Research Questions 4
	1.5	Significance of Study 4
	1.6	Limitation 5
	1.7	Delimitation 5
	1.8	Definition of Terms 5
2	LITERATURE REVIEW	
	2.1	Introduction 7
	2.2	Leisure Need and Influence of Motivation 7
	2.3	Leisure and Health 9
	2.4	Leisure with Outdoor and Recreation Activity 10
	2.5	Intrinsic vs Extrinsic Motivation 12
3	METHODOLOGY	
	3.1	Introduction 14
	3.2	Research Design 15
	3.3	Population and Sampling 15
	3.4	Instrumentation 16
	3.5	Data Collection Procedure 17
	3.6	Data Analysis 18

4	RESULTS	
4.1	Introduction	19
4.2	Demographic Data	19
4.3	Level of Motivation Type	20
4.4	Difference Type of Motivation between Gender	21
5	DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS	
5.1	Introduction	25
5.2	Discussions	25
	5.2.1 Level of Motivation Type	26
	5.2.2 Difference Type of Motivation between Gender	27
5.3	Conclusion	28
5.4	Recommendations	28
	REFERENCES	29
	APPENDICES	32

LIST OF TABLES

	Pages
Table 3.4.1: Key for Leisure Motivation Scale	17
Table 3.6.1: Statistical Method for Research Objective	18
Table 4.2.1: Frequency Gender of Subject	20
Table 4.2.2: Frequency Age of Subject	20
Table 4.3.1: Level Type of Motivation	21
Table 4.4.1: Multivariate Variance Test	21
Table 4.4.2: Difference The Type of Motivation between Gender	22
Table 4.4.3: Descriptive Analysis between Gender	23

ABSTRACT

The purpose of this study was to investigate the level type of motivation of participants in outdoor leisure activity at Wilderness Malaysia. The researcher also identified the difference each type of motivation between male and female in outdoor leisure activity at Wilderness Malaysia. 70 participants was involved through 2 outdoor leisure event organized by Wilderness Malaysia as purposive sampling to participate in this study. The instrument that were used in this study was Leisure Motivation Scale (LMS) questionnaire and demographic questionnaire. One-way MANOVA were used to identified the difference, the result showed that there is no significance difference 5 domain in intrinsic motivation toward to know ($P=0.44$), to accomplish ($P=0.25$), to experience stimulation ($P=0.84$) and extrinsic motivation toward identified ($P=0.34$) and introjected ($P=0.21$), while extrinsic motivation toward external regulation ($P=0.01$) and amotivation ($P=0.00$) showed a significance difference. As a conclusion, people did gained an extrinsic and intrinsic motivation for personal reward when involve in outdoor leisure activity.

KEYWORD: *Amotivation, Extrinsic, Intrinsic, Leisure, Motivation, Outdoor, Wilderness Malaysia*