

The Effect of Push and Pull Factors Towards Motives Participation in Physical Activities among Universities Students

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Abstract:

This study aims to identify the factor that influence push and pull factor motivation between motives in physical activities among university students. This study is a quantitative study using the questionnaire method involving 394 students of Universiti Putra Malaysia as respondents (L=156, P=238) conducted around Universiti Putra Malaysia, Serdang, Selangor. This study was conducted using a questionnaire as a research instrument using a Likert scale format. Research from descriptive study showed that entertainment (M=3.03, SD=.666), seeking relaxation (M=2.99, SP=.711), socialization (M=2.99, SD=.679) and prestige (M=3.02, SP =.701), marketing and promotion (M=3.05, SD=.790), education and familiarity (M=2.97, SD= .808), environment (M=3.02, SD=.815), accessibility (M= 2.99, SD= .822), fitness (M=3.6, SD=.628), fitness (M=3.6, SD=.628), social (M=2.96, SD=.613), interest/enjoyment (M=3.02 , SD=.532) , and appearance (M=2.98, SD=.588). Next is independent sample t test to test all the motives for physical activity by gender found that, there was no significant difference of motives in physical activity among male and female university students. To see the relationship between push and pull motivation factors between motives in physical activity, a correlation study found that there are negligible relationships between push and pull factor and motives in physical activity for all the five items. Hence, multiple regression was used to find out the factor that effected the push and pull factor between motives in physical activity which was prestige factor (sig-t (.001)) which significantly contributed at .05 at significance level. Therefore, the push and pull motivation factors also proved to have a relationship with motives in physical activities. Furthermore, the prestige factor has also contributed to motives in physical activity.