

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Methodology**

In this research, the writer uses quantitative method. According to Creswell (2009), quantitative research is the numeral or mathematical data collection so that the data can be qualified into statistical form. Next, the data obtained will be analysed using descriptive statistic method. Descriptive statistics method uses statistics for data analysis by describing data that has been collected as it is without any purpose to make conclusions for generalization (Creswell, 2009). Descriptive research allows the writer to obtain the description of the related issues.

#### **3.2 Respondent**

The respondents of this study were the active students majoring in Englishpreneurship in Faculty of Language and Arts, Soegijapranata Catholic University. In this research, the respondents were assumed as potential customers for Masashi Online Shop. According to the theory of Cohen, Manion, & Morrison (2007), the number of sample size is taken based on the total population. In the research, the number of population of this research is 75 students. Therefore, to get the confidence level of 90%, the sample of this

research is 64 students. The potential respondent self-selection was using for the following criteria:

1. An active student of Englishpreneurship in Faculty of Language and Arts, Soegijapranata Catholic University.
2. The respondents should be active in social media and have an Instagram account.
3. The respondent has experiences in online shopping.

### **3.3 Instrument**

To collect the data from this research, the writer used the close-ended questionnaire. According to Creswell (2009), close-ended questionnaire belongs to quantitative study. Closed-ended questions would typically ask the respondents to choose from a distinct set of responses, such as between “true” or “false” or among a multiple-choice list (strongly disagree, disagree, neutral, agree and strongly agree). In a typical scenario, closed-ended questions are used to gather facts about the respondents. The design of the questionnaire in this research used Likerts Scale. The purpose of designing the questionnaire is to find out the youth’s perception towards the use of social media as marketing tool. These are the options of Likerts Scale that the researcher used:

SD : Strongly Disagree (1 point)

D : Disagree (2 points)

N : Neutral (3 points)

A : Agree (4 points)

SA : Strongly Agree (5 points)

### 3.4 Procedure

The writer applied several steps to conduct this research as the following:

#### 1. Designing the close-ended questionnaire

The questionnaire was developed using Likerts scale. The questions consist of ten statements. The first until the third focus in getting respondent's attitude in shopping via online especially in Masashi. Statement number six until ten focus in the getting respondents' perception on how the looks influence them. The questionnaire consists of 10 statements.

#### 2. Administering pilot study

Pilot study is used to find out whether the statement are valid or not. The designed questionnaire was distributed to 15 respondents to check the validity of the instrument. The respondents of the pilot study were active students in Faculty of Language and Arts, Soegijapranata Catholic University. The respondents were selected because they had similar characteristics to the real target respondents in this research.

#### 3. Analysing the validity and reliability of the instrument

In this research, the researcher used SPSS 20 to analyse the validity and reliability of the instrument. The validity level referred as r table moment. The validity value of the 15 respondents is 0.514. The criteria used refer to the formula:  $df = \text{total of sample} - 2$  with a significance two tailed

level of 5%. For the data reliability, the researcher referred to the Cronbach's Alpha level of coefficient from each question. The statement is reliable if the value  $>0.60$ . The following table is the Cronbach's Alpha level.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

*Figure 4: Cronbach's Alpha Reliability Level*

The researcher conducted pilot data towards 15 potential respondent who had similar characteristics to the real target. After collecting the data, the researcher analysed the research using SPSS 20. Based on the table below, all the research statements are valid because the value of significance is higher than the  $R_{table}$  ( $R_{value} > R_{table}$ ).

Table 3.4.1

*Validity Table Result*

<u>STATEMENT</u>	<u>R<sub>value</sub></u>	<u>R<sub>table</sub></u>	<u>INFORMATION</u>
<u>YP1</u>	0.851	0.514	VALID

<u>YP2</u>	0.538	0.514	VALID
<u>YP3</u>	0.545	0.514	VALID
<u>YP4</u>	0.761	0.514	VALID
<u>YP5</u>	0.818	0.514	VALID
<u>YP6</u>	0.772	0.514	VALID
<u>YP7</u>	0.813	0.514	VALID
<u>YP8</u>	0.843	0.514	VALID
<u>YP9</u>	0.660	0.514	VALID
<u>YP10</u>	0.722	0.514	VALID

*Source: SPSS 20*

With no revision, the researcher decided to distribute the questionnaire to the 100 potential customers in Faculty of Language and Arts, Soegijapranata Catholic University. Meanwhile, the data reliability result is attached below:

Table 3.4.2

*Reliability Table Result*

<u>N of Items</u>	<u>Alpha's Cronbach</u>	<u>Alpha's Cronbach</u>	<u>Statement</u>
		<u>Value &gt;0.60</u>	
10	0.775	>0.60	Reliable

*Source: SPSS 20*

A questionnaire can be classified as a reliable questionnaire if the Alpha's Cronbach value >0.60. From the table above, it can be seen that the value of Alpha's Cronbach is higher than 0.60 with the number of questions of 10 items. Therefore, it can be concluded that the questionnaire used is reliable.

#### 4. Distributing the questionnaire.

Collecting the data from the participants. The participants of this research were the active Englishpreneurship students in Faculty of Language and Arts, Soegijapranata Catholic University. As soon as the researcher got the pilot data result, the researcher started to distribute the questionnaire to the real respondents. The respondents had already seen the official account before they answer the questions. The questionnaire distribute 50% via online and 50% via offline.

#### 5. Analyzing the result of the questionnaire

The collected data were analysed quantitatively using descriptive statistic method.

##### 5.1 Analysing and Interpreting Data

After the data was collected, the researcher started to calculate and analyse the result of the data using SPSS 20. The researcher counted the means of the questionnaire. According to Sugiyono (2004), below is the formula to determine the criteria scale:

$$RS = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Total Criteria}}$$

The range scale that is used to determine the criteria of the potential respondent's perception is attached below:

$$RS = \frac{5 - 1}{2}$$

The criteria of responses are:

- 1 – 3 = Negative
- 3 – 5 = Positive

## 5.2 Descriptive Analysis

In this research, the researcher used descriptive analysis. Descriptive analysis is used to explain about Masashi respondents' perception towards Masashi, one of the fashion shops which sells their products via social media. In order to measure the data, the writer used the mean of variable. The value of mean is obtained by summing overall data in each statement then divided by the number of respondents. The formula refers to the following:

$$\text{mean} = \frac{\sum X_i}{n}$$

Mean = mean

$\Sigma$  = sigma

$X_i$  = Value of X to I – to n

N = Total respondent

#### 4. Writing the research report

The result of the analysis and the interpretation will be written as a report in the form of thesis.

### 3.5 Data Analysis Technique

The quantitative data collected from close-ended questionnaires were analysed using SPSS (Statistical Package for Social). First, the writer designed the questionnaire and then distributed it to the respondent. As soon as the writer collected the data, the writer used SPSS to analyse the data.

