CHAPTER III

METHOD OF DATA COLLECTION AND ANALYSIS

3.1   Method of Data Collection

The writer used quantitative method on this research. Quantitative research was used through distributing questionnaires for used to analyze the online shop names by social media users of Instagram. This chapter focuses the problem formulation, method of data analysis that would be used, and the procedures of the analysis. This research was conducted by using quantitative method Babbie (2012), states that quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. There are two types of questionnaires which are open-questionnaire and close-questionnaire. Siniscalco & Auriat (2005), also argue that closed (or multiple choice) questions gives the respondent to choose the answer among a possible set of answers, the response choose the answer that most closely represents his/her perspective. The respondent is usually asked to circle or tick the chosen answer. This kind of question may give alternatives such as 'Yes' or 'No' answer in the question. They may also asked that wheter the respondent chooses among several answer categories, or that he/she uses a frequency scale, an importance scale, or an agreement scale.

Open-ended or free-response questions are not supported by any choices and the respondent must answer by giving a response, usually by entering a word, short text or number. The type of questionnaire that the writer used in this project is closed-ended questionnaire, because it is easier and saves more time rather than open-ended.

3.1.1   Participants

The participants of this study are 40 female Instagram users from *Domsportwear* online shop who have repurchased at least once.

3.1.2   Instruments

In order to achieve the purpose of this research, the writer used quantitative method. The writer used questionnaires to collect the data. The questionnaire; it is used to collect the information from Instagram users who use Instagram as a platform for shoping and speak English regularly (bilingual). In this thesis, the writer used quantitative method. According to Hancock (2006), the definition of quantitative method is it tend to focus on ways of describing and understanding reality by the discovery of general "laws", takes account of complexity by precise definition of the focus of interest and techniques that mean that external "noise" can be discounted, involves manipulation of some variables (independent variables) while other variables (which would be considered to be extraneous and confounding variables) are held constant and uses statistical techniques that allow us to talk about how likely it is that something is "true" for a given population in an objective or measurable sense. Because the write used the questionnaires as the main instruments, she used SPSS to analyze the data.

3.1.3   Procedures

This research was conducted by using quantitative method. The writer used closed-questions to analyze the data, to the Instagram user who give their opinion about online shop on Instagram, which is *DomSportWear* that use English language as their description, name and caption of advertising. The

reason why the writer chose closed questionnaire for the customers is because it both saved time and energy considering the number of the customers who would be given questionnaire are 40 people and it would help to limit the answers as well. It is also the easier to choose closed questionnaire compared with the open-question which would be longer and take more energy to analyze.

To gain the information from the customer, the writer made a questionnaire consisting 20 questions with five options. The writer gave scale based on Likert-scale as follows:

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

After the writer collected the questionnaire which would be filled out by the participants, the writer then analyzed the data by analysis using SPSS. From the SPSS result, the writer will conclude the result by gived table of participants answer.

3.1.4 Data Analysis

The writer analyzed the data after she gained and collected them. The writer input the data and analyzed the data using SPSS to desciptively analyze the survey data focusing on frequency of responces. Therefore, the analysis was based on the means of responses that later determine the level of perception. The writer made the summaries of all of the data and made the conclusion by analyzing the transcript of the questionaire to get the

information about Instagram users perception on online shop on Instagram that use English language as their selling language. The writer used SPSS to analyze the data generatet from the questionnaire that would be collected from the respondents (the customers). The writer classified and identified the opinion of the customers. Then, the writer interpreted the data from the results all of the data as research reports.

The writer determined the perception based on the customer's answer on the questionnaires. If the score is considered high is when the customer have the high interest on Instagram and also online shop that based in Instagram. Many respondent of DomSportsWear use Instagram actively on their daily basis but some of them only open Instagram once in a week or even once in two weeks, that means the score is considered low. This situation happen when the respondent have less interesnt on Instagram.