CHAPTER III

METHOD OF DATA COLLECTION AND ANALYSIS

The writer used Quantitative Method on this research. He used questionnaires to collect the data that were analysed using descriptive statistic method in SPSS. Creswell (2014) states that quantitative research methods typically aid in researching topics where little is known about a phenomenon. It focuses on the description, analysis, and interpretation of a given phenomenon and as it relates to theory, no clear consensus and agreement exists "regarding the role and significance of theory"(Cresswell, 2014) In an effort to shed some light on the role of theory in qualitative research.

3.1. Data Collection

a. Respondents

The respondents of this study are the visitors in the car show room belong to the writer as the writer wants to know whether *Instagram* is appropriate media to advertise the cars. The writer distributed the questionnaire to all the visitors in a week. The average number of visitors in the writer's show room is around 50 visitors. There are around 10 visitors in a day. As they may be repeated customers, the writer gave the questionnaire to new visitors only.

b. Instrument

The writer constructed and distributed a close–ended questionnaire. The design of the questionnaire in this research used Likerts Scale:

SD : Strongly Disagree (4)

D : Disagree (3)

A : Agree (2)

SA : Strongly Agree (1)

When the mean is 2 or above, the writer interprets it as negative

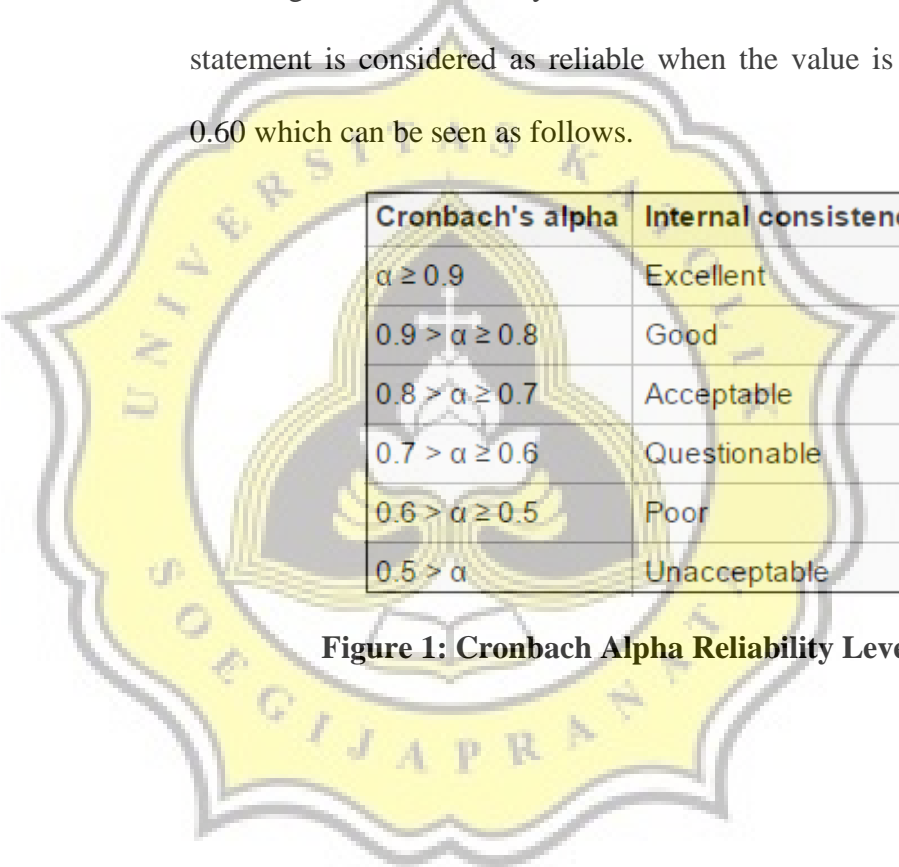When the mean is less than 2, the writer interprets it as positive.

c. Procedure

The writer uses several steps to conduct this study as follows:

1. Modifying the closed-ended questionnaire which taken from https://shodhganga.inflibnet.ac.in/bitstream/10603/44541/12/12_questionnaire.pdf

2. Having a pilot study by distributing the questionnaire to 10 respondents who are students at Faculty of Language and Arts, Unika Soegijapranata, Semarang.

3. Analysing the validity and reliability of the instrument by using SPSS

The writer used R table as the validity level. The validity value of 10 respondents is 0,549. The statement is claimed as valid if the

value of the significance is higher than the value in R-table. The formula used in this validity check is df = n – 2. N is the total participants of pilot study. The writer used 10 participants which means df = 10 – 2 = 8 with the significance level of 5%. In checking the data reliability, the writer used Cronbach's Alpha. A statement is considered as reliable when the value is more than 0.60 which can be seen as follows.

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 1: Cronbach Alpha Reliability Level

Statement	R_{value}	R_{table}	Information
Penjelasan mobil yang ditampilkan di Instagram sangat jelas.	0.906	0.549	VALID
Instagram Showroom Sutomo Motor memungkinkan para pengunjung untuk mendapatkan informasi yang diperlukan.	0.800	0.549	VALID
Pemilihan produk di Instagram Showroom Sutomo Motor mudah / menyenangkan.	0.896	0.549	VALID
Instagram Showroom Sutomo Motor ini menarik untuk dilihat.	0.753	0.549	VALID
Instagram ini menggunakan multimedia dan grafik warna dan menunjukkan gambar mobil yang berwarna	0.700	0.549	VALID
Gambar dari mobil memberikan gambaran yang riil tentang mobil yang sebenarnya.	0.809	0.549	VALID
Keterangan tambahan seperti tahun, tipe mobil, kondisi mobil, serta informasi alamat dan nomor telfon digambarkan dengan jelas di situs web.	0.756	0.549	VALID
Instagram Showroom Sutomo Motor dapat menerima dan mengirim DM (direct message) dengan cepat	0.639	0.549	VALID
Instagram Showroom Sutomo Motor memiliki detail kontak yang jelas.	0.596	0.549	VALID
Instagram Showroom Sutomo Motor mengirim konfirmasi ketika pesanan dilakukan.	0.603	0.549	VALID
Instagram Showroom Sutomo Motor menyediakan detail layanan pelanggan.	0.809	0.549	VALID
Mobil yang ada di showroom sama dengan produk yang ditampilkan di Instagram Showroom Sutomo Motor.	0.756	0.549	VALID
Instagram Showroom Sutomo Motor membantu untuk menemukan mobil yang diinginkan.	0.603	0.549	VALID
Instagram Showroom Sutomo Motor memuat berbagai macam pilihan mobil dengan merek yang berbeda.	0.596	0.549	VALID

Reliability Statistics

Cronbach's Alpha	N of Items
0,606	15

From the table, all statements are valid. The writer then distributed the questionnaires

to the customers of Sutomo Motor in Padang.

3.2   Data Analysis

The writer used descriptive statistic to analyze the data obtained

from the questionnaire. The writer has seen whether the respondents

perceive the use of *Instagram* positively.