

CHAPTER III

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

In this study, the writer examined student's perception of product brand using English Language. To conduct this research, the writer employed the quantitative method. Quantitative method is focused on gathering numerical data and generalizing it across groups of people.

3.2 Data Collection

For this project, the writer used a quantitative method to collect the data.

3.2.1 Participants

The participants in this study were the students of the Faculty of Language and Arts (FLA) from batch 2016 - 2018 at Soegijapranata Catholic University. The population of this study were 171 active students. Based on 90 % level of confidence (Cohen et al., 2007), 100 participants were picked up as the sample of this study. Out of 100 questionnaires distributed, 53 questionnaires were returned.

3.2.2 Instruments

In order to achieve the purpose of this research, the writer used close ended questionnaires. The writer used questionnaires to find out the customer's opinion. The questionnaire is more effective for this research. The writer used the

Likert scale as the base of the questionnaires. The options separated into five sections:

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

3.2.3 Procedure

There are several procedures to collect the data in this study:

1. Selecting the participants of the study

First, she selected the participants to respond her questionnaire which means from FLA's students batch 2016 - 2018.

2. Conducting pilot study

To make sure that questionnaire was valid and reliable, the writer conducted pilot study. There were 20 students whom the writer chose to participate in pilot study.

3. Analyzing the pilot study result

The writer used SPSS to analyze the result of validity and reliability . There is a formula to count the instrument validity and reliability. The writer used the formula to count the R_{table} and R_{value} . The statements were declared 'valid' if the value of significance was higher than the value in r-table ($R_{value} > R_{table}$). The formula used for data validity was:

$$df = N - 2, df = 20 - 2 = 18 \text{ (N means the participants of pilot study)}$$

The value significance was 5% (0.05). The writer concludes- that the validity value of 20 respondents is 0.444. To see valid statements in the questionnaire, the value of R-value should be higher than 0,444.

In the table below, the writer presents the result of the validity test.

Table 3.1 Validity Result 1

Statement	Rvalue	Rtable	Information
Waktu membeli produk, saya selalu memperhatikan brand dari produk tersebut.	0,447	0,444	VALID
Nama brand dapat mempengaruhi nilai dari produk tersebut.	0,462	0,444	VALID
Brand adalah hal yg penting dalam menjual suatu produk.	0,688	0,444	VALID
Simbol adalah hal penting pada sebuah brand.	0,520	0,444	VALID
Brand dapat mengidentifikasi suatu produk.	0,462	0,444	VALID
Brand dapat mendiskripsikan tekstur, warna, atau rasa dari produk tersebut.	0,462	0,444	VALID
Ada banyak brand di indonesia yang menggunakan bahasa Inggris.	0,520	0,444	VALID
Brand yang menggunakan bahasa Inggris akan lebih menarik.	0,723	0,444	VALID
Saya lebih tertarik membeli produk yang brandnya menggunakan bahasa Inggris.	0,700	0,444	VALID
Saya bangga menggunakan produk yang brand-nya menggunakan bahasa Inggris.	0,445	0,444	VALID
Brand yang menggunakan bahasa Inggris hanya untuk popularitas saja	0,614	0,444	VALID

Brand dalam bahasa Inggris sulit diucapkan oleh orang Indonesia.	0,602	0,444	VALID
Brand menggunakan bahasa Inggris mempermudah orang asing untuk menemukan suatu produk.	0,493	0,444	VALID
Produk yang brand-nya menggunakan bahasa Inggris harganya akan lebih mahal	0,716	0,444	VALID
Brand yang menggunakan bahasa Inggris akan menambah nilai dari kualitas produk tersebut.	0,626	0,444	VALID

To check the data reliability, the writer used the Cronbach's Alpha. Based on the table below, the reliability level of the instruments should be more than 0.60.

Table 3.2. Cronbach's alpha scale 1

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

The result of the reliability test of the statements in the questionnaire is below:

Table 3.3 Reliability Result 1

Cronbach's Alpha	N items
,760	15

Cronbach's Alpha was used to test the reliability of the questionnaire. The value of the data reliability should be more than 0.60. Based on the table above, the statements were reliable as the Cronbach's Alpha value was 0.760 which is within the acceptable range of 0.7 – 0.8.

4. Distributing the questionnaire

In this step, the writer started to distribute the valid questionnaire to the Faculty of Language and Arts students.

5. Analyzing the questionnaire result

To analyze the result of the questionnaire, the writer used Statistical Package for Social Scientist (SPSS) to find the means and standard deviation using descriptive statistics to determine what students' perception.

3.3 Data Analysis

The writer used SPSS to analyze the questionnaire that was collected from the respondents. Then, the data collected were processed to to get the frequency distribution of each statement and decided how the respondents perceived the product brand that uses English language.