CHAPTER III: RESEARCH METHODS

3.1. Population and Sample Selection

3.1.1. Population

Population is the principle and complete unit of analysis that is being studied (Sarwono, 2006). The target population is a set of objects that have the criteria and information needed by someone who is conducting research and to get the conclusions of the research (Malhotra, 2010). The explanation from the experts above provides an idea for this research to take Indonesian people, both women and men who are active in using Gojek services as the population in this study.

3.1.2. Sample Selection

The research sample is part of several elements that exist and are categorized for learning (Sarwono, 2006). The research sample in addition to presenting elements in the target population, the sample is also a series of lists used in identifying the target population (Malhotra, 2010).

This study uses Accidental Sampling as a method of collecting samples. Accidental sampling is a sampling technique in which a sample who accidentally meets the researcher and if it fits the criteria of the researcher, then it will be the respondent (Sugiyono, 2015). In this case because the questionnaire is distributed via Instagram story from the dramaojol.id account, then the sample who opens the Instagram story and google form links and also willing to fill out a questionnaire then they will automatically become the respondents. Sugiyono (2015) explained that the number of samples that are feasible in research is around 30 to 500, and if a regression analysis is to be carried out, a minimum research sample of 10 times the number of research variables is required, so in this study the researcher must have at least 90

research samples because there are 9 research variables, and researchers found a sample of 221 data.

3.2. Data Collection Method

3.2.1. Types and Sources of Data

According to (Sarwono, 2006) based on the type of data required, there are 2 types of research, namely primary and secondary research. Primary research requires information from the first source or respondents as data that can use a questionnaire or interview method (Sarwono, 2006). Secondary research does not use the first source as a means of answering problems, but rather uses literature study and usually this secondary research is carried out in research that uses qualitative understanding (Sarwono, 2006).

Based on the description above, researchers used primary data as the data in this study. Primary data obtained from this study were taken by using a questionnaire method that was distributed to the respondents to find out what factors influenced repeated purchases.

3.2.2. Data Collection

Collecting data in this study uses the active primary data collection method, namely by giving out a questionnaire that created using Google Form and distributed with the help of an Instagram account from dramaojol.id which later active followers of the dramaojol.id Instagram account can see the google form link through the instagram story of dramaojol.id account.

3.3. Variable Definitions

There are 2 definitions of variables according to Sarwono (2006), namely that a variable is anything with a different and varied value or shape,

while the second definition is that a variable is a symbol that can be reflected as a set of values.

Sarwono (2006) explained that there are 5 types of variables, namely independent variables, dependent variables, moderator variables, control variables, and intervening variables. This study uses these 4 variables, namely:

3.3.1. Independent Variables

Independent variables are variables that can affect other variables. Researchers use independent variables by measuring, manipulating, and selecting variables so that later their relationship can be determined by the symptoms or problems under study. This study estimates the Hedonic, Utilitarian, Habit, Altruism, Time saving and Social interaction variables as independent variables on Satisfaction, Trust and Repurchase, as well as the independent variables of Satisfaction, Trust on Repurchase.

3.3.2. Dependent Variables

The dependent variables are used to measure the effect caused by the independent variable because the dependent variable can react when having relation to the independent variable. This study estimates the Satisfaction, Trust and Repurchase variables as the dependent variable for Hedonic, Utilitarian, Habit, Altruism, Time saving and Social interaction, and also the dependent variable Repurchase for Satisfaction and Trust..

3.3.3. Moderator Variables

Moderator variables are the variables chosen by the researcher to see whether its presence can have an influence on the relationship between the independent variable and the dependent variable and also to find out whether there is a change in the relationship between the independent and dependent variables after the holding

of this moderator variable. The Satisfaction variable is estimated as a moderator variable on Trust and Repurchase

3.3.4. Intervening Variables

The intervening variable is hypothetical, which means that it is actually an effect that cannot be seen, measured and manipulated, but in fact it can provide an influence between the relationship of the independent and dependent variables being studied. Satisfaction and Trust variables are estimated as intermediate variables between Utilitarian, Habit, Altruism, Time saving, Social interaction with the Repurchase variable.

3.4. Scale of Measurement

This study uses Likert measurement scale. The Likert scale has a pattern in its assessment, starting from the most negative, neutral to the most positive (Sarwono, 2006). This study uses numbers as symbols for calculations, with the following numbers: number 1 indicates "strongly disagree", number 2 indicates "disagree", number 3 indicates "do not know (neutral), number 4 indicates "Agree", and number 5 indicates "strongly agree".

Table 3.1.Likert Measurement Scale

Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)

3.5. The Research Instruments

In the questionnaire there are items that are used as questions developed from the variables used, here are some items used in distributed questionnaires.

Table 3.2.Constructs, items, and supporting literature

Construct	Items	Supporting Literature
Hedonic (Hc).	Hc1. It is enjoyable to order thru Gojek apps.	(Pookulangara et al., 2011)

	Hc2. It is rewarding to order thru Gojek apps.	
	Hc3. It is fun to order thru Gojek apps .	
Utilitarian (U)	U1. It is easy to order thru Gojek apps	(Pookulangara et al., 2011)
	U2. It is convenient to order thru Gojek apps	
	U3. It is price saving to order thru Gojek apps?	
Habit (Ht)	Ht1. Ordering order thru Gojek apps is something I do frequent.	(Hsu et al., 2015)
	Ht2. Ordering order thru Gojek apps is nature to me.	
	Ht3. Ordering order thru Gojek apps is something I do without thinking.	
Altruism (A).	A1. It feels good to help driver by ordering thru Gojek apps.	(Shiau & Chau, 2013)
	A2. Ordering thru Gojek apps and give the driver a job gives me pleasure.	
	A3. I enjoy helping driver to get a job by ordering thru Gojek apps.	
Time Saving (TS).	TS1. Save time to order thru Gojek apps	(Huang & Oppewal, 2006)
	TS2. No time and space limitation while order thru Gojek apps	

Social interaction (Sc)	Sc1. I order Gojek to relieve boredom by calling people Sc2. I order Gojek to gossip or chat. Sc3. I order Gojek to enjoy the pleasure of talking to people Sc4. I order Gojek to pass time Sc5. I order Gojek to relax me	(Lo & WEI, 2006)
Satisfaction (Sn)	Sn1. I feel good regarding my decision to using services from Gojek. Sn2. I think using services from Gojek is a good idea. Sn3. I am satisfied with the experience of using services from Gojek. Sn4. I am happy with the service I receive from the Gojek. Sn5. I am delighted with the service I receive from the Gojek.	(Hsu et al., 2015) (Lloyd et al., 2014),
Trust (T)	T1. Gojek is trustworthy T2. Gojek is known as an application that keeps promises and is committed to customers. T3. Gojek always remembers the interests of members.	(Hsu et al., 2015)
Repurchase	R1. I will participate to using	(Khalifa & Liu, 2007)

Intention (RI).	Gojek services again in the near future. R2. I will Likely to using Gojek services again in the near future. R3. I will Expect to using Gojek services again in the near future.	

3.6. Validity and Reliability Test

After getting the data from the questionnaire, the next step is to test the instrument by testing the validity and reliability, this test is intended to find out that an instrument is valid and reliable to use for further research.

3.6.1. Validity Test

According to Sarwono (2006) the measurement scale is said to be valid if the scale is used in accordance with the function of the measuring instrument. In this study, the validity test was carried out with the help of SPSS by testing it in the Cronbach alpha model, then taking the value of the Pearson Correlation and compared with the R table with the provisions of DF = N-2 and a probability of 0.05. If you get the Pearson Correlation value greater than the R table value of DF = N-2 and a probability of 0.05, it can be said that the instrument used is valid (Setyawan, 2014).

3.6.2. Reliability Test

Sarwono (2006) explained that the reliability test is used to see the consistency and stability resulting from a certain measurement scale, and reliability rests on the accuracy and results of the measurements. As in the validity test, this reliability test is carried out with the help of SPSS, which is tested in the Cronbach alpha

model, then takes the value from Croncbach's Alpha if Item Deleted and compares it with the R table value with the provisions DF = N-2 and a probability of 0.05. If the Croncbach's value Alpha if Item Deleted is greater than the R table value, the item is declared reliable, or also the R table value is compared to the Cronbach's Alpha Based on Standardized Items value, if the value of Cronbach's Alpha Based on Standardized Items is greater than the R table, it is states that the overall test is reliable.

3.7. Data Analysis Method

Data analysis in this study used the help of SPSS version 25.0 software to analyze the factors that drive repurchase activity at the Indonesian Gojek transportation service company. The analysis method used in this research is multiple regression analysis, path analysis, and descriptive analysis.

3.7.1. Multiple Linear Regression Analysis

Regression analysis is used to test hypotheses and also to make predictions and see if there is a different result in the value of the dependent variable if the independent variable is manipulated (Sugiyono, 2015). Regression analysis is also used to determine the direction of the relationship between the independent and dependent variables. Multiple regression analysis in this study aims to determine the direction of the relationship between the Hedonic, Utilitarian, Habit, Altruism, Time saving, Social interaction variables on Satisfaction, Trust and Repurchase, as well as the independent variables of Satisfaction and Trust on Repurchase.

3.7.2. Path Analysis

Path analysis is a continuation of multiple linear analysis, which sees is there any direct and indirect influence between the independent and dependent variables through intervening variables (Sarwono, 2012). This analysis is useful to examine whether there

is an indirect effect that occurs between Satisfaction and Trust on Repurchase.

3.7.3. Descriptive Analysis

Descriptive analysis is more about processing raw data into a new format that is easier for readers to digest, and also to describe the answers to observations which contain frequency distribution, percent distribution and also mean. This study uses this analysis to determine the distribution of data from the categories obtained, so that readers can find out the data obtained correctly.