CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

This research used a close-ended questionnaire for the quantitative method that was used to see the respondents' attitudes towards greeting cards. Creswell (2017) as cited in Creswell (2009) said that quantitative research collects the data through some predetermined instruments like questionnaire or survey. For the correlation, the researcher analyzed the data through SPSS using the Pearson correlation cooficient in order to find the correlation between the respondents' attitudes towards greeting cards and their age.

3.2 Data Collection

3.2.1. Participants

The researcher decided to include 100 people, 25 people for each generation who live in Semarang, Indonesia as respondents. The generations include: "Baby Boomer Generations" (people who were born between 1946-1964) and "Generation X" (people who were born between 1965-1980), and the younger respondents will be taken from the generations of "Millenials" (people who were born between 1981-1996) and "Generation Z's" (people who were born between 1997-2012),

3.2.2 Instrument

The close-ended questionnaire was used for this research. The researcher used the Likert Scale as the options for the answers: strongly disagree, disagree, neutral, agree, and strongly agree (Ivone, 2019).

1.   Strongly Disagree = 1

2.   Disagree = 2

3.   Neutral = 3

4.   Agree = 4

5.   Strongly Agree = 5

3.2.3 Procedure

This researcher conducted some procedures to find the objectives of the study. The procedures were as follows:

1. Designing Questionnaire

   The researcher designed a close-ended questionnaire with demographic questions referring to age background and questions to reveal attitudes.

2. Piloting

   The researcher distributed a questionnaire sample to some unofficial respondents. After collecting the responses, the researcher checked the validity and the reliability of the questions using the SPSS to measure it. Based on Cronbach's Alpha, a questionnaire is considered reliable if the value is more than 0.6. For checking the validity, the researcher used the measurement $df = N - 2$. The researcher distributed the questionnaire to 12 respondents; hence, the validation measurement was $12 - 2 = 10$, in which the R table standard validation is 0.576, with a 5% confidence interval.

   Table 3.1

   Reliability Table

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.936	.945	20

Based on the table above, the value of *Cronbach's Alpha* is 0.936 > 0.6; therefore,

the variable of this research is reliable. The reliability tests included as follows:

Table 3.2

Reliability Test to the Sample Data of Baby Boomer Generation

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.820	.842	20

Based on the table above, the value of *Cronbach's Alpha* is 0.820 > 0.6. Therefore,

the result of this test is reliable.

Table 3.3

Reliability Test to the Sample Data of Generation X

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.854	20

As we can see from the table above, the value of *Cronbach's Alpha* is 0.833 > 0.6, meaning the reliability test for this sample generation is reliable.

Table 3.4

Reliability Test to the Sample Data of Millennial Generation

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.832	.862	20

The reliability test for the Millennial generation's sample respondents is reliable since the value of *Cronbach's Alpha* is 0.832 > 0.6

Table 3.5

Reliability Test to the Sample Data of Generation Z

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.832	.862	20

Based on the result of the reliability test above, the value of *Cronbach's Alpha* is 0.876 > 0.6, which means that the result of this test is reliable.

Table 3.6

Validity Table

Statement	Correlation Coefficient	P-Value	Information
1) Saya pernah mengirim kartu ucapan.	.679*	0.015	VALID
2) Saya pernah menerima kartu ucapan.	.671*	0.017	VALID
3) Saya telah mengirim lebih dari 10 kartu ucapan selama hidup.	.712**	0.009	VALID
4) Saya telah mengirim kurang dari 10 kartu ucapan selama hidup.	.744**	0.006	VALID
5) Saya telah menerima lebih dari 10 kartu ucapan selama hidup	.843**	0.001	VALID
6) Saya telah menerima kurang dari 10 kartu ucapan selama hidup.	.624*	0.030	VALID
7) Mengirim kartu ucapan saya lakukan setiap tahun pada hari-hari yang istimewa	.877**	0.000	VALID
8) Saya masih mengirim kartu ucapan melalui pos pada kerabat/keluarga/kolega yang tinggal jauh dari tempat tinggal saya	.640*	0.025	VALID
9) Saya masih menerima kartu ucapan melalui pos dari kerabat/keluarga/ kolega yang tinggal jauh dari tempat tinggal saya	.663*	0.019	VALID

10) Saya merasa bahagia saat menerima kartu ucapan	.718**	0.009	VALID
11) Menurut saya, mengirim kartu ucapan merupakan *gesture*/perlakuan yang istimewa	.671*	0.017	VALID
12) Jika diberi pilihan, saya lebih memilih menerima kartu ucapan pada hari yang istimewa dibandingkan dengan menerima surel/pesan singkat	.627*	0.029	VALID
13) Kartu ucapan berbentuk fisik lebih istimewa dibanding dengan kartu ucapan online	.602*	0.038	VALID
14)Saat memilih kartu ucapan, saya mempertimbangkan desain kartu ucapan tersebut.	.697*	0.012	VALID
15)Saya menyukai tradisi mengirim dan menerima kartu ucapan	.769**	0.003	VALID
16) Saya tertarik untuk mengirim kartu ucapan untuk orang-orang terdekat di hari istimewa	.645*	0.023	VALID
17) Jika saya tidak menemukan kartu ucapan yang cocok, saya tertarik untuk membuat kartu ucapan sendiri unruk orang-orang terdekat di hari istimewa	.668*	0.018	VALID
18) Aktivitas saling mengirim kartu ucapan sebagai pengerat hubungan	.732**	0.007	VALID
19) Aktivitas saling mengirim kartu ucapan memberikan kesan yang baik	.732**	0.007	VALID

20) Jika saya memiliki kerabat/keluarga/kolega   .663*   0.019   VALID

yang sedang berulang tahun/merayakan

sesuatu, saya akan berusaha memberi

mereka kartu ucapan

Based on the validity table above, all of the 20 questions that were used as the research instruments have the p-value range between 0.000 until 0.038 which is less than 0.05. As for the value of correlation coefficient (r) from those 20 questions range between 0.602 until 0.877 where if it is compared with the value of r table (DF = 12), r > r table (value r table is 0.576 on α = 5%). This proved that those 20 questions are valid. Due to the fact that this questionnaire included the respondents from four different generations, the more detailed results are as follows:

Table 3.7

Validity Test to the Sample of Baby Boomer Generations

Statements	Correlation Coefficient	Table r	p-value	Information
Item1	.455	0.396	.022	Valid
Item2	.500	0.396	.011	Valid
Item3	.432	0.396	.031	Valid
Item4	.589	0.396	.002	Valid
Item5	.528	0.396	.007	Valid
Item6	.518	0.396	.008	Valid
Item7	.507	0.396	.010	Valid
Item8	.705	0.396	.000	Valid
Item9	.500	0.396	.011	Valid
Item10	.483	0.396	.014	Valid
Item11	.420	0.396	.037	Valid
Item12	.427	0.396	.033	Valid
Item13	.596	0.396	.002	Valid

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Item14	.437	0.396	.029	Valid
Item15	.483	0.396	.015	Valid
Item16	.426	0.396	.034	Valid
Item17	.525	0.396	.007	Valid
Item18	.412	0.396	.041	Valid
Item19	.471	0.396	.017	Valid
Item20	.427	0.396	.033	Valid

Based on the validity test above, it is known that from the 20 statements used for this questionnaire, all of them have p-value or Sig. (2-tailed) range from (0.000 to 0.041) < 0.05. As for the value of the correlation coefficient (r) from those 20 statements is 0.412 to 0.705 where if it is compared with table r (DF – 25), r > table r (the value of table r is 0.396 on α = 0.05). This concluded that the 20 statements used for Baby Boomer generations are valid.

Table 3.8

Validity Test to the Sample of Generation X

Statements	Correlation Coefficient	Table r	p-value	Information
Item1	.565	0.396	.003	Valid
Item2	.550	0.396	.004	Valid
Item3	.444	0.396	.026	Valid
Item4	.505	0.396	.010	Valid
Item5	.411	0.396	.042	Valid
Item6	.496	0.396	.012	Valid
Item7	.413	0.396	.040	Valid
Item8	.626	0.396	.001	Valid
Item9	.456	0.396	.022	Valid
Item10	.410	0.396	.042	Valid
Item11	.498	0.396	.011	Valid
Item12	.421	0.396	.036	Valid
Item13	.447	0.396	.025	Valid
Item14	.523	0.396	.007	Valid
Item15	.526	0.396	.007	Valid
Item16	.620	0.396	.001	Valid
Item17	.656	0.396	.000	Valid

Item18	.448	0.396	.025	Valid
Item19	.649	0.396	.000	Valid
Item20	.485	0.396	.014	Valid

Based on the validity test above, it is known that from the 20 statements used for this questionnaire, all of them have p-value or Sig. (2-tailed) range from (0.000 to 0.042) < 0.05. As for the value of the correlation coefficient (r) from those 20 statements is 0.410 to 0.656 where if it is compared with table r (DF – 25), r > table r (the value of table r is 0.396 on α = 0.05). This concluded that the 20 statements used for Generation X respondents are valid.

Table 3.9

Validity Test to the Sample of Millennial Generations

Statements	Correlation Coefficient	Table r	p-value	Information
Item1	.542	0.396	.005	Valid
Item2	.488	0.396	.013	Valid
Item3	.567	0.396	.003	Valid
Item4	.549	0.396	.005	Valid
Item5	.438	0.396	.029	Valid
Item6	.565	0.396	.003	Valid
Item7	.629	0.396	.001	Valid
Item8	.496	0.396	.012	Valid
Item9	.652	0.396	.000	Valid
Item10	.467	0.396	.019	Valid
Item11	.467	0.396	.019	Valid
Item12	.487	0.396	.014	Valid
Item13	.502	0.396	.011	Valid
Item14	.548	0.396	.005	Valid
Item15	.464	0.396	.019	Valid
Item16	.452	0.396	.023	Valid

Statements	Correlation Coefficient	Table r	p-value	Information
Item17	.445	0.396	.026	Valid
Item18	.450	0.396	.024	Valid
Item19	.554	0.396	.004	Valid
Item20	.559	0.396	.004	Valid

Based on the validity test above, it is known that from the 20 statements used for this questionnaire, all of them have p-value or Sig. (2-tailed) range from (0.000 to 0.029) < 0.05. As for the value of the correlation coefficient (r) from those 20 statements is 0.438 to 0.652 where if it is compared with table r (DF – 25), r > table r (the value of table r is 0.396 on α = 0.05). This concluded that the 20 statements used for respondents of Millennial Generation are valid.

Table 3.10

Validity Test to the Sample of Generation Z

Statements	Correlation Coefficient	Table r	p-value	Information
Item1	.442	0.396	.027	Valid
Item2	.556	0.396	.004	Valid
Item3	.614	0.396	.001	Valid
Item4	.403	0.396	.046	Valid
Item5	.590	0.396	.002	Valid
Item6	.411	0.396	.042	Valid
Item7	.637	0.396	.001	Valid
Item8	.629	0.396	.001	Valid
Item9	.652	0.396	.000	Valid
Item10	.523	0.396	.007	Valid
Item11	.686	0.396	.000	Valid
Item12	.496	0.396	.012	Valid
Item13	.436	0.396	.029	Valid
Item14	.482	0.396	.015	Valid
Item15	.765	0.396	.000	Valid
Item16	.473	0.396	.017	Valid
Item17	.583	0.396	.002	Valid
Item18	.616	0.396	.001	Valid
Item19	.620	0.396	.001	Valid

Item20	.611	0.396	.001	Valid

Based on the validity test above, it is known that from the 20 statements used for this questionnaire, all of them have p-value or Sig. (2-tailed) range from (0.000 to 0.046) < 0.05. As for the value of the correlation coefficient (r) from those 20 statements is 0.403 to 0.765 where if it is compared with table r (DF – 25), r > table r (the value of table r is 0.396 on $\alpha = 0.05$). This concluded that the 20 statements used for Generation Z respondents are valid.

3. Distributing Questionnaire

   After the validity and reliability study, the researcher distributed the valid questionnaire to the intended respondents and collected the data.

3.3 Method of Data Analysis

After the data obtained, the data from the questionnaire was analyzed through the IBM SPSS application to determine the respondents' attitudes and Pearson correlation coefficient to analyze the correlation.