

## **CHAPTER 3**

### **METHOD OF DATA COLLECTION AND ANALYSIS**

#### **3.1 Research Design**

In this study, the researcher employed a quantitative method to analyze Millennials' Perceptions of Photo Products and Online Customer Review on Shopee. Quantitative research requires the reduction of phenomena to numerical values in order to carry out the statistical analysis (Apuke, 2017). The quantitative data were solicited from a questionnaire distributed to the millennials. The quantitative research method is aimed at answering the research question. The method is selected by considering its appropriateness with the topic under investigation. In this chapter, the writer discusses the research design, method of data collection, and method of data analysis.

#### **3.2 Method of Data Collection**

The researcher employs a quantitative method to collect the data from the respondent.

##### **3.2.1 Participants**

The participants of this research are the millennial generations, currently aged 21-36 years, the users of Shopee. In conducting the research, the researcher used purposive sampling. A purposive sample is a non-probability sample that is selected based on characteristics of a population and the objective of the study (Tongco, 2007). Additionally, the researcher required 50 participants in this research to fill out the questionnaire. Individual respondents in this research were

randomly chosen, in which each individual in the population has the potential to provide an answer. The sample is a part of the population taken using a particular technique called a purposive sampling technique since it helps the researcher in line with investigating the punctilious and latest data. Additionally, it serves the researcher in terms of probing the crucial perceptions based on the target respondents in general. The sample used in this study was taken using purposive sampling technique (Etikan, 2016). Individual respondents in this study were selected and dominantly to the Shopee users, with each individual in the population having the potential evidence to provide answers. The sample in this study is a group of people who have made online purchase transactions at Shopee.

### 3.2.2 Instrument

The type of research applied in this research is quantitative research in which data were analyzed by using statistical tools. The method used in this research is the survey method. Questionnaire is a research method used to solicit the empirical data through the particular setting and uses a questionnaire as a means of generating data. The purpose of this method is to obtain information regarding the results researched from a number of respondents and considered to represent a population. In this research, the writer used a close-ended questionnaire to get out the relevant information. Likert scale is applied as one of the most fundamental and frequently used psychometric tools in educational and social sciences research (Joshi et al., 2015). The researcher used Likert Scale in the questionnaire comprising five categories.

Respondents chose the level of the agreement through questions on a metric scale,

ranging from strongly disagree to agree.

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

### 3.2.3 Procedure

#### 1. Selecting respondents

The researcher selected the respondents to fill out the questionnaire. In this section, the author indubitably selects Millennials (range aged 21-36), the users of Shopee.

#### 2. Making and compiling a questionnaire

The researcher composed and compiled a questionnaire pertaining to the hypothesis of the research. The questionnaire was translated from English to Indonesia. The main topic is Millennials' Perceptions of Photo Products and Online Customer Review on Shopee. The writer used Google Form as the media to collect the data. The writer used Google Form as the media to collect the data.

#### 3. Validating the questionnaire

To ensure the validity of the questionnaire, the researcher conducted a pilot study. In the pilot testing section, the researcher analyzed the result of a pilot study using SPSS (Statistical Package for Social Scientist) to check the reliability and validity of the instrument. The researcher used the formula to count the R-table and R-value. To ensure the validity of the questioner, the writer conducted a pilot study of fifteen (15) statements in the questionnaire. After the pilot study was done, the

writer got the data and processed them with SPSS. The valid questionnaire was distributed to the respondents, which were chosen for this research. The writer used fifty (50) respondents in this pilot study and the results of which are presented down below. In the table below, the author presents the result of the validity and reliability test.



**Table 1****Validity Result**

Statements	R-value	R-table	Information
Product quality at Shopee is high-quality	0.306	0.273	VALID
Product quality at Shopee has better quality than other E-commerce	0.549	0.273	VALID
Photos reflect the reputation of the seller and the product being sold	0.405	0.273	VALID
Interest to Purchase a good product	0.386	0.273	VALID
Interest to Purchase Despite the Poor Photo Quality	0.169	0.273	INVALID

Consumers Compare the same product but different photos	0.358	0.273	VALID
I perceive to have benefits of rates	0.306	0.273	VALID
I perceive the Interested and buying a product because the quality of the product number of rates meaning that the shop is trusted	0.356	0.273	VALID
I prefer shopping at online stores with a high number of Rates	0.346	0.273	VALID
I perceive to have benefits from online customer reviews	0.471	0.273	VALID
I perceive many online customer reviews indicate that the store is trusted	0.349	0.273	VALID

I prefer shopping at online stores with a large number of online customer reviews	0.325	0.273	VALID
Through social networking sites, I solicit more information about other people's positive experiences with Shopee.	0.276	0.273	VALID
I often read product reviews from other consumers online through the Shopee platform	0.361	0.273	VALID
I decided to purchase online since I was satisfied with my previous purchase	0.323	0.273	VALID

**Table 2 Cronbach's alpha scale**

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

**Table 3 Reliability Result**

Cronbach's Alpha	N Items
.889	15

Cronbach's Alpha was used to test the reliability of the questionnaire. From the data above, the Cronbach Alpha  $> 0.7$ . It can be concluded that the statements tested in the pilot study were reliable. Based on the table above, the author concluded that there were one invalid statements. Based on the table above, the author concluded that the statements were reliable as the Cronbach's Alpha value was 0.889 It was within the acceptable range of 0.8 – 0.9.

#### 4. Sharing the questionnaire

Subsequent to soliciting valid questions, the researcher distributed a questionnaire to the selected respondents ( range aged 21-36).

#### 5. Analyzing the questionnaire validity and reliability

The researcher analyzed the data from respondents using SPSS (Statistical Package for Social Scientist) in order to verify the validity and the reliability. The



frequency distribution of the Likert scale values specify the result of this research. The detail of data processed by SPSS can be seen in Table 3.1.

### 3.3 Method of Data Analysis

In this study, the researcher used SPSS (Statistical Package for Social Scientist) to analyze the questionnaire from the respondents. The more dominant the respondent's answers (strongly disagree, disagree, agree, strongly agree), the higher the frequency. The author found the final average of all the quantitative data, including the variable frequencies in each construct. The higher the mean, the better the perception, while the lower mean suggests otherwise. Overall, it can be illustrated as follows :

$\geq 3$  *positive*

$< 3$  *negative*

besides the mean, the standard deviation is used to see the data dispersion. The final presentation of the data is presented in a chart. In this research, the frequency of the questionnaire is deployed with fifteen questions and two sections. Eight questions are served in the first section whereas seven questions are included in the second question. If the mean of a statement was more than 3, the respondents had a positive perception. However, if the mean of a statement was less than 3, it means that the respondents had a negative perception.