

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

This is a mixed method study as it gets the data by using a questionnaire. Creswell(2014) states that quantitative research methods typically aid in researching topics where little is known about a phenomenon. It focuses on describing, analyzing, and interpreting a given phenomenon. As it relates to theory, no clear consensus and agreement exist regarding the role and significance of theory. To shed some light on the role of theory in qualitative research. A mixed method is a method of investigation that blends qualitative and quantitative research. Philosophical presumptions, applying qualitative and quantitative methods, and blending or integrating both methods in a study are all involved (Creswell, 2009).

3.2 Method of Data Collection

3.2.1 Participants

There are 40 participants in this study. They like car modification and are at their seventeen to thirty years old. They were chosen using snowball sampling. The participant would be the one pointed by the customer chosen. This is done to get the participants who modify their cars. The participant who knows other young people can give the

information of the next participant. The snowball sampling is chosen because there are not many people who modify their cars. Therefore, the writer needed information from the writer's customers.

3.2.2 Instrument

The Instrument of this study is a close-ended questionnaires with a four scored Likert scale method with the following coding:

1 = Strongly disagree

2 = disagree

3 = agree

4 = Strongly agree

The questionnaire is adopted from (Steg, 2005). There are two kinds of data collected. The first part is the general data of the respondents, which consists of nine statements and the second part consists of eleven statements. The data is divided into positive or negative based on the mean of the data. The writer interpreted the data as unfavorable if the mean score is ≤ 2 . If the mean score is > 2 , it can be interpreted as favorable.

3.2.3 Procedure

Several steps were taken to conduct this study as follows:

1. Designing the closed-ended questionnaire.
2. Having a pilot study by distributing the questionnaire to 10 respondents

3. Analysing the validity and reliability of the Instrument by using the SPSS application
4. Distributing the questionnaire to the respondents
5. Collecting and analysing the result of the questionnaire
6. Interpreting the data.

3.3. Method of Data Analysis

A validity test is used to measure whether the question is valid or not. A statement is valid when the significance value is higher than the value in the R table. The formula used for the validity check is $df = n - 2$. N As the total participant of the piloting. If the writer used 10 participants, it means the df is 8 with a significance level of 5%, and the *R table* = is 0.549. The statement is also valid if $r_{counting} > r_{table}$, and if $r_{counting} < r_{table}$, then the statement is not valid. In checking the reliability of the data, the writer used Cronbach's Alpha. The writer tested the validity of each question using SPSS 20 program. If the corrected item-total correlation of ten items is more than 0.5494, these items are valid and can be used to collect the data.