CHAPTER III

RESEARCH METHODOLOGY

3.1. Introduction

In this chapter, it is explained about the tools and the data that will be on the research. This chapter also talks about the complete research method that was used to analyze the whole research. This chapter explained about source of data, research approach, the questionnaire, data analysis techniques, and the validity and reliability test.

3.2. Research Context

This research is a modified replication study from a previous study written by Madyasta, M.N. (2015). The study with title “The Impact of Health Warning Labels on Cigarettes Packages towards Young Smokers” is aiming to see the correlation between health warning label, smoking behavior and purchase intention among young smokers in Yogyakarta. This study found that the smoking behavior and health warning labels give impact to the purchase intention. This study also found that the health warning labels influence the smoking behavior even it is not that big influence. Therefore, this research is written based in Madyasta, M.N. study.

In the previous study, the author took the sample only at some universities at Yogyakarta. The author was using quantitative method by distributing questionnaires to the respondents on 2015. The sample of the previous study is viewed as purposive sample.

There are some differences between this study and the previous study. The place of doing the research will be in Bali and only take the young smokers. The reason why the author choose Bali because based on the survey done by Lembaga Demografi Faculty of Economics Universitas Indonesia, the number of teenagers in Bali who smoke cigarettes are increasing. The previous study was done after one year Indonesian government applied the regulation, and this research will be done in 2017 which is three years after the regulation applied in Indonesia. The author wants to know whether the result of this research will be the same or different from the previous study regarding to some differences in doing this research.

3.3. Population

According to Sekaran and Bougie (2009), population is a group of people that can give impact to author in investigating certain case for the research study. The population in this study is young smokers who live or stay in Bali, mostly college students in age range 16 years old until 25 years old. This research is using quantitative approach, which means the questionnaires will be distribute to each respondents. The reason behind the decision of taking young smokers is

young smokers can give effective answer about their perception regarding to the health warning labels in the cigarette packages.

3.4. Sampling Method

Sampling is the part of the total amount and characteristic that the population has (Sugiyono, 2003) This study is using purposive sampling and the purpose is that all of the respondents must be smokers. According to Hatcher (1994), he recommended a ratio of 5:1 between the minimum subject to items ratio. This research's questionnaires are based from Madyasta, M.N. (2015) question items model which consist of 30 items in total. The minimum subject to be collected is 150 based from above explanations. Hopefully, the smokers can evaluate clearly about their purchase intention towards cigarettes that has health warning labels on the packages.

3.5. Data Collection Method

This research is applying purposive sampling to take the sample. The process is done by giving questionnaires to respondents. This research will use primary data. In order to collect the primary data, the author prepared a questionnaire which is based on the adaptation from a research "The Impact of Health Warning Labels on Cigarettes Packages towards Young Smokers" (Madyasta, M.N., 2015). Questionnaire was a formalized set of questions which could obtain the require information from the respondents. It must translate the information need into a set of specific questions that the respondents can

understand and willing to answer. The questionnaire is distributed to respondents in Bali. The student age is within the range of 16 years old until 25 years old. The entire questionnaire is translated in Bahasa Indonesia.

Primary data collection means the research asked directly and the answer originally come from the respondent in order to fulfill this research. A 5-point Likert scale is utilized to measure the answer from respondents on questionnaires. There are five answer options provided to answer question items, which consist of:

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

The questionnaire provides facts and estimates that to make accurate prediction about relationship between the variables. Therefore, it was able to gain insights and understand the relationship between variables and possible differences between groups. The questionnaire was consists of four parts in order to obtain sufficient information from the respondents. Below is the explanation for each part of the questionnaire.

a) Part 1

There are questions to know about respondent's information. We need to know the respondent's profile whether they are smoking or not. The

important point is that we have to have smokers as our respondents, if not then the result cannot be analyzed effectively.

b) Part 2

Questions in this part are asking about consumer's perception about health warning labels on cigarettes packages. This part describes what are their perceptions and their thoughts about health warning labels on cigarettes packages.

c) Part 3

Questions in this part are asking about the behavior of young smokers.

d) Part 4

Questions in this part are asking about the purchase intention of young smokers.

3.6 Measuring Instruments

Field (2009) described both validity and reliability as "one way to try to ensure that measurement error is kept to a minimum is to determine properties of the measure that give us confidence that it is doing its job properly. The first property is validity, which is whether an instrument actually measures what it sets out to measure. The second is reliability, which is whether an instrument can be interpreted consistently across different situations." This research utilizes SPSS as the software to measure both validity and reliability.

3.6.1 Validity Test

In this study, it is very important to use validity test to measure every questions that are mentioned in the questionnaire. It is operationalized by using a correlation coefficient in the research (Schmidt and Hunter, 1998). Every valid question can support the process of data run in this research. The author compares the corrected item-total correlation that will be generating by SPSS with the value from r-table. A question item would be classified as valid if the corrected item-total correlation value is below the value from the observed r-table. Field (2009) explained that "validity is a necessary but not sufficient condition of a measure." We have to make sure that all items are valid before we run it. Validity test is processed by using SPSS for Windows.

3.6.2 Reliability Test

Reliability test was also important to be used in this research. In this research, the item that would be considered reliable was the item that has the value of Cronbach's Alpha more than 0,6. George and Mallery cited in Gliem and Gliem (2003) argued that to be considered as acceptable reliable, the Cronbach's alpha value should have scored higher than 0.7. If the value ranges from 0.6-0.7, it would still consider as "questionable." Below than that value is not accepted.

3.7. Analysis Tool

Certain tools were utilized to help the author in this research. Below is the explanation of the tools that used by the author for doing this research.

3.7.1. Descriptive Analysis

The part of descriptive analysis is the percentage. The percentage analysis will give the respondents' profile statistic. The descriptive analysis covers the factors like age, the duration of smoking, and the number of cigarettes consumption.

3.7.2. Simple Regression Analysis

The data in this research was analyzed in simple regression. Simple regression lets us explain and predict. Simple regression means that we have to work in two dimensions on a media. It leads the prediction of Y value that corresponds to any particular of X value.

This formula shows the true equation of the relationship between the variable.

$Y_i = \alpha + \beta X_i + \varepsilon_i$

α and β are called the parameters of the true line. They do not have i subscripts means that they are the same for every point. This is the process to put it into our algebra the assumption that all the data points come from the same true line. There is a possibility to get any errors and the residuals if we arrange the paralleling the true line and the regression line. This is the equation for the regression line.