CHAPTER III

RESEARCH METHODOLOGY

3.1 Introduction

This Chapter would explained the methods and tools used in this study, this study is quantitative study that use questionnaire as the data collection methods with random sampling system. This study focal points is economic benefit, convenience benefit, positive consumer attitude, perceived control, social influences and consumers' intention to redeem an mobile coupon

3.2 Population and Sample

The population in this study are the consumers that use the mobile coupon or in another word redeem the mobile coupon in Yogyakarta. The sample used in this study are Yogyakarta university students who have prior mobile coupon experience with total of 181 sample used. Nonprobability sampling methods used for forming the sample of this study. Nonprobability sampling selected because the study aim is not to make generalizations from the sample to the population, as with the process tracking method using a separate set of criteria, and consideration between the sample and population (Kidder et al, 1991, cited from Tansey, 2007) as the aim of this study is to obtain information about highly specific events and

processes. And purposive sampling technique use in this nonprobability sampling because this study's purpose and the researcher's knowledge that define the sample based on subjective criteria that can aim the purpose of this study. In this case, the criteria are Yogyakarta university student who have prior mobile coupon experience.

3.3 Research Variables

The variable used in this study are dependent and independent variables, where consumers' intention to redeem mobile coupon serve as dependent variable. And economic benefit, convenience benefit, positive consumer attitude, perceived control and social influences as the independent variables.

3.4 Data Collection Method

The data used in this research is primary data, which is information obtained directly from respondents. This study is quantitatively based on the result of the related questionnaire. The questionnaire used was in the form of online questionnaire based on Google Forms website, the online questionnaire forms was selected because the studies' time and resources limitation. The related questionnaire was distributed from October 11th till November 2nd 2017, which collect the total of 181 usable data based on the sampling criteria which is Yogyakarta college student who have prior mobile coupon experience.

3.5 Questionnaire Design

The questionnaire used in this study devided into 2 part. the first part of questionnaire is consist of question about respondents information. The second part is constructed with several question with related to the topics used in this study with five-point likert scale. With following item(s)

Table 3.1 Five-point Likert Scale

Variable	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Table 3.2 Questionnaire Items

Variable	Items	Based on
Economic benefit	When I use mobile coupon, I feel that I am getting a good deal.	Achadinha et al. (2014)
	Mobile coupon can help me save money.	
	I believe the financial gain from using mobile coupon is worthwhile.	
Convenience	I would redeem mobile coupon because they are convenient.	Achadinha et al. (2014)
	I value the possibility to use this coupon via my mobile phone.	
	My interaction with mobile coupon is clear and understandable.	
Positive attitude toward mobile coupon	I feel positive toward mobile coupon.	Achadinha et al. (2014)
	I think mobile coupon are valuable.	
	Mobile coupon are fun.	
Perceived control	I would like to be in control of the number of mobile coupon I receive.	Achadinha et al. (2014)
	I want to get messages only from services I subscribed to.	
	I can control when I receive mobile coupon on my mobile phone.	Dickinger and Kleijnen. (2008)
Social influence	People who are important to me think that I should use mobile coupon	Im and Ha (2012)
	People who influence my behaviour think that I should use mobile coupon	
	I would use coupon for social appraisals.	Achadinha et al. (2014)
Intention to redeem mobile coupon	Redeeming mobile coupon makes me feel good.	Achadinha et al. (2014)
	I would redeem this mobile coupon.	
	Coupon make me want to buy products I wouldn't normally buy.	

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3.6 Statistical Instruments

3.6.1 Validity and Reliability Test

3.6.1.1 Validity Test

Validity test its very important in this study 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). Validity test will be conducted by counting each correlation between each question with the total score, and we will be using *Pearson Product Moment*, which are:

$$r = \frac{(N \sum XY) - (\sum X \sum Y)}{\{N \sum X^2 (\sum X)^2\}\{N \sum Y^2 (\sum Y)^2\}}$$

Notes:

r= Correlation coefficient

N= number of sample

X= Question's score

Y= Respondent's total score in answering the question

3.6.1.2 Reliability Test

Cornbach's alpha values were computed to assess the internal consistency of the scale items for each construct (achadinha et al, 2014). if "all cornbach alpha scores were higher than the required 0.60 threshold that was suggested for exploratory research, empashing a suitable level of reliability, thereby allowing for further analysis (achadinha et al, 2014)."Cronbach's Alpha value can be formulated as following:

$$ri = \frac{K}{(k-1)}\left\{\frac{\sum Si^2}{St^2}\right\}$$

Notes:

ri= Correlation Cornbach's Alpha

K= Mean quadrat between subject

Si^2= Mean quadrat of mistake

St^2= Total variant

Table 3.3 Cronbach's Alpha Reliability Level

Cornbach's Alpha Value	Reliability Level
0.0 – 0.2	Not Reliable
>0.2 – 0.4	Slightly Reliable
>0.4 – 0.6	Reliable Enough
>0.6 – 0.8	Reliable
>0.8 – 1.0	Very Reliable

3.6.2 Descriptive Analysis

Descripted analysis was conducted to explain the respondents' profile based on their gender and monthly allowance. Also to describe the data collected in the form of minimum value, maximum value, average, and standard deviation. This analysis would give additional information about the dominant level of each variable used in this study based on respondents' profile. Interval scale can be formulated as following:

Table 3.4 Scale interval level

Mean	Value
1,00 – 1,80	Very Low
1,81 – 2,60	Low
2,61 – 3,40	Moderate
3,41 – 4,20	High
4,21 – 5,00	Very High

$$interval \frac{maximum - minimum}{scale\ number}$$

3.6.3 Simple Regression Analysis

The simple linear regression analysis was used in this study to identify the relation between positive consumer attitude, perceived control and social benefits individually towards mobile coupon redeem intentions. Also the relation of economics benefits and convenience benefits towards positive consumer attitude. Simple regression analysis can be formulated as following:

$$Y = a + bX$$

Notes:

Y= Dependent Variable

a= Intercept

b= Coefficient Regression

X= Independent Variables