

## **CHAPTER 3**

### **RESEARCH METHOD**

#### **3.1. RESEARCH METHODOLOGY**

The quantitative approach is an approach carried out by recording and analyzing the exact research data using statistical calculations. According to Izaak Latanussa in Sudjana (2004: 40) “Quantitative research is research that uses the number method to describe the observation of an object or variable where numbers are part of the measurement.” As stated by Sudjana (2004: 53). Descriptive research methods with a quantitative approach are used when the aim is to describe or explain an event or an incident that occurs at the present time in the form of meaningful numbers.

The quantitative approach is an effort to measure the variables in the study (variable X and variable Y) and then look for the relationship between these variables. The quantitative approach emphasizes the existence of variables as objects of research and these variables must be defined in terms of the operationalization of each variable. Reliability and validity are absolute conditions that must be met in using this approach because these two elements will determine the quality of the research.

##### **3.1.1. Pilot Test**

Pilot test can have two different meanings in social science research. First, a pilot study can be interpreted as a feasibility study. In this sense, a pilot study is a small version of a study or experiment (trial), which is carried out in preparation for a larger study. A pilot study was conducted to ensure the reliability and validity of the measurement scale that will be used so that the researcher understands the level of error being committed. Or in other words, a pilot study was conducted to ensure that the instrument was suitable for use (Herdiansyah, 2010). The instrument quality test was conducted to determine whether the research instrument had met the validity and reliability criteria.

The trial was conducted for the pre-test questionnaire to 30 respondents using 14 questions. After the instrument test was carried out and the Cronbach's Alpha value was greater than 0.4, the question had sufficient correlation and then the researcher conducted further research with a total of 200 respondents. However, on the other hand, if the Cronbach's Alpha value is less than 0.4 then the question has a low correlation. Therefore this question must be eliminated.

### **3.2. OBJECT**

Research variables are closely related to the object to be studied, because in essence the object of research is the topic of the problem to be studied for research. According to Suharsimi (2006, p.15) states that: "the object of research is a variable or what is the point of attention of a study, while the research subject is a place where the variable is attached." Based on the description above, the object of this research is the –factors that affect intention to use. The factors studied are Cashback, Discount, and Security. The subjects in this study were Shopee E-Wallet users in Bandar Lampung, Indonesia and Ho Chi Minh, Vietnam.

### **3.3. RESEARCH VARIABLE**

According to Sugiyono (2014: 59) research variables are anything in the form determined by the researcher to study so that information is obtained about it, then a conclusion is drawn. Meanwhile, according to Indrawati (2015: 124) operational variables are a process of reducing the variables which are sometimes in research problems into the smallest parts that can be identified in the size classification, so that it is easy to get the data needed by the assessors of research problems. In this study the variables to be studied are as follows:

#### **a. Independent Variable (X)**

According to Darmawan (2013: 109) Independent variables are variables that affect or cause changes or the emergence of dependent or dependent

variables. This variable is also known as the stimulus variable. The independent variable or independent variable in this study are Cashback (X1), Discount (X2), and Security (X3).

b. Dependent Variable (Y)

According to Sugiyono (2013: 4) Dependent variables are variables that are influenced or which become causes and effects because of the independent variables. The dependent variable is often referred to as the output variable. The dependent variable or dependent variable in this study is intention to use Shopee E-Wallet. (Y)

### **3.4. DATA COLLECTING**

Suharsimi Arikunto in Purwanto explained that the data is the results of recording research, both in the form of facts and figures. Another opinion states that data is a description of the variables in a number object. Data describes objects in certain variables.

1. Primary data

Primary data is a data source that directly provides data to data collectors, such as the results of observations, interviews or the results of filling out questionnaires that can be done by researchers (Sugiyono, 2014: 193). In the research, the research method was obtained using a questionnaire distributed to respondents.

2. Secondary Data

Secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents (Sugiyono, 2014: 193). In this study, secondary data were obtained through various sources including books, journals, the internet, the results of previous research and other sources of information that were considered useful for researchers.

### 3.5. POPULATION AND SAMPLE

#### 3.5.1. Population

According to Sugiyono (2014: 80), population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions. So the population is not only people, but also objects and other things. The population in this study are Shopee E-Wallet users in Indonesia and Vietnam.

#### 3.5.2. Sample

According to Sugiyono (2017: 137) The sample is part of the amount and characteristics possessed by this population. When the population is large, and researchers it is impossible to study everything in the population. This study uses a sample technique used is a method nonprobability sampling. According to Sugiyono (2017: 140) nonprobability sampling is a sampling technique that does not provide equal opportunities / opportunities for each element or member of the population to be selected as a sample. Type Nonprobability sampling used in this study is purposive sampling.

According to Sugiyono (2017: 141) purposive sampling is a technique determination of the sample with certain considerations. The reason for selecting the sample using nonprobability sampling are sample members not having the same odds. Meanwhile, purposive sampling is Shopee E-Wallet users who has been used Shopee E-Wallet at least in one transaction. This study has a clearly known population size the amount. So the sampling technique used is the Isaac formula and Michael in Sugiyono (2017: 149). As follows:

$$n = \frac{N}{1 + N(e)^2}$$

Information :

n = Number of Samples required

N = total population

$e$  = Sample error rate (sampling error)

This study determined an error rate of 10% :

$$n = \frac{N}{1 + N(e)^2} = \frac{2.500}{1 + 2.500 (0,1)^2} = 99,96$$

Based on the results of calculations using the Isaac formula and Michael then obtained a sample of 99.96 and made it 100. So The sample that will be used to represent the population is 100 respondents for each country. This study will take 100 respondents from Indonesia and 100 respondents from Vietnam.

### **3.6. QUESTIONNAIRE AND MEASUREMENT SCALES**

In this study, the research instrument used was a questionnaire, with a Likert scale. According to Sugiyono (2012, p. 93) “Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena”. According to Sugiyono (2014: 132). Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically determined by the researcher, hereinafter referred to as the research variable.

#### **3.6.1. Forming Questionnaire**

The questionnaire was conducted by collecting data by giving written questions to respondents using Shopee E-Wallet. The measurement scale of this study is a data collection technique that is carried out by providing a series of systematic written questions or directed to respondents to be answered. In this study, a questionnaire on the dependent and independent variables was made based on the Likert scale to measure the level of respondent’s agreement or disagreement with a series of statements.

Table 3. 1 Questionnaire structure

Section	Questions
A	Demographic Background <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Education Level</li> <li>• Employment Statust</li> </ul>
B	Likert Scale (Independent Variable)
C	Likert Scale (Dependent Variable)

### 3.6.2. Measurement Instrument

Table 3. 2 Likert Scale Instrument

The answer	Value weight
Strongly Disagree (Sangat Tidak Setuju) (rất ít)	1
Disagree (Tidak Setuju) (ít)	2
Neutral (Cukup Setuju) (trung bình)	3
Agree (Setuju) (nhiều)	4
Strongly Agree (Sangat setuju) (rất nhiều)	5

Table 3. 3 Questionnaire Indicators

Variable	Indicators	Reference
Cashback (X1)	I use Shopee E-Wallet because the cashback given is large.	Alma (2006:290), Astuti (2011:87), Sutisna (2002:300)
	The cashback offered	

	encourages me to use Shopee E-Wallet.	
	I use Shopee E-Wallet because their cashback promotion is more attractive than other E-Wallets.	
Discount (X2)	I use Shopee E-Wallet because they offer discounts when I purchase a product.	
	I use Shopee E-wallet because the discounts provided are very attractive and varied.	
	I like using Shopee E-Wallet because of the frequent discount	
	I prefer Shopee E-Wallet to other e-wallets because their provided discounts are more attractive	
Security (X3)	I feel that Shopee E-Wallet offers sufficient online security.	Raman Arasu and Viswanathan A. (2017)
	I feel safe sharing	

	<p>personal information with Shopee E-Wallet.</p> <p>I believe Shopee E-Wallet can protect my personal information.</p> <p>I feel that online transactions on Shopee E-Wallet are protected.</p>	
Intention To Use (Y)	I will continue to use the Shopee E-Wallet to get the discount offered.	Raymond Mcleod (2001), Arikunto (2001) , Lee & Wan (2010)
	I will continue to use the Shopee E-Wallet to get the Cashback offered.	
	I prefer to use Shopee E-Wallet to other E-Wallets.	



**SUMMARY**

This chapter focuses more on the research methodology that will be carried out in this research which is explained to achieve what the research objectives are. The method used in this study uses Quantitative and will distribute questionnaires to 200 respondents who use Shopee E-Wallet. The data will be analyzed based on data collected from respondents and will be discussed in the next chapter.