

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the methodology employed in the current study for data collection and analysis. The focus remains on describing the research approach, research design, data collection method, population and sampling, data gathering tool, and ethical considerations to ensure clarity and adoption of the most suitable approach for the generalisability of results.

3.2 Research Approach

A descriptive study seeks to describe the characteristics of a pure or a specific problem or a specific group and provide an accurate description without entering into judgment or causes (Creswell & Creswell, 2017). Based on this approach, a descriptive study examines the problem as it is, describes it accurately, expresses it qualitatively, and scrutinises the extent to which it relates to other similar phenomena (Saunders et al., 2009). This approach focuses on fresh data collection in accordance with the problem from a large population and the analysis of the collected data but overlooks individuals' emotions and feelings or the environmental context (Leung, 2015; Alghizzawi et al., 2018).

3.3 Research Design

This study employed quantitative research design to collect relevant data to address the research questions and achieve the objectives. Survey research design employs a method of collecting quantitative data through a self-administered survey

that is conducted at one specific point in time (cross-sectional design). The selection of this cross-sectional quantitative research design was due to several reasons. Firstly, this study focused on measuring the variables of the proposed model based on individuals' perceptions of SMEs. By nature, a cross-sectional study provides a snapshot in contrast to a longitudinal study. The main purpose of a longitudinal study is to measure the differences between individuals' perceptions over two or more periods. Secondly, this study measured the influence of VAT compliance cost on SMEs, making it attitudinal based. As a result, a large-scale survey was used to generalise the study's findings. Thirdly, a quantitative study has a high degree of external validity, or in other words,

study started with the gathering and analysis of related literature. Conducting the literature review is a fundamental step in the identification of the research problem and the core constructs of this study. Additionally, literature review is an essential step in the development of the research in terms of theories, research models, and issues the findings can be generalised (Saunders et al., 2009). Randomisation, highly structured questionnaire survey, and predetermined responses are the main techniques of quantitative method. Moreover, a quantitative study typically involves a larger sample size than qualitative study.

Based on these three reasons, it was deemed fitting for this study to employ the quantitative method given its aim to assess the influence of VAT compliance cost on SMEs in the UAE. Figure 3.1 presents the sequence of the study's research design. This regarding the influence of VAT compliance cost on SMEs in the UAE. Focusing on the domain of VAT compliance, the research gap was identified after an intensive collection of theories, models, and factors that contributed to the prediction and explanation of the influence of VAT compliance cost on SMEs in the UAE. Following that, the proposed research model focused on the internal and external factors affecting

VAT compliance. A questionnaire survey was developed based on various theoretical constructs. These theoretical constructs were operationalised by reviewing previous studies and validated items. The collected data were statistically analysed using partial least squares structural equation modelling (PLS-SEM) to determine factors influencing VAT compliance of SMEs in the UAE.



Figure 3.1: Research Design of This Study

3.3.1 Data Collection Method

Data collection is a method of gathering and measuring data and facts concerning factors of interest in a systematic path that can provide answers to the declared variables testing, estimated outcomes, and research questions (Finn et al., 2000). Identifying the method and process of data collection is essential in survey design (Hair et al., 2006). A study's instrument represents the primary data collection method; the questionnaire survey served as this study's instrument (Hinkin, 1998; Mohamad et al., 2014). With that, the survey method served as this study's primary data collection method. All survey items were selected based on the current literature (Taylor & Todd, 1995) in the field of VAT compliance cost of SMEs.

There are various methods to collect survey data, including Internet-based survey, mail survey, telephone survey, and self-administered (face-to-face) survey (Byrne, 2001; Taylor & Todd, 1995). The selection of a self-administered (face-to-face) survey was due to the cost, time, and personality of this study's respondents. It was more challenging for this study to collect personal information like email addresses, phone numbers, and mailing addresses in the UAE due to the companies' possible need or interest for the face-to-face approach to complete the survey and technical limitations. As such, face-to-face or self-administered survey was conducted.

Questionnaire sets were randomly distributed among the respondents. In order to achieve the study's objectives, the researcher depended on the design of the questionnaire survey to collect essential information from respondents (Ramayah et al., 2016). Respondents were randomly selected in a certain way to make sure that each member of the population had an equal opportunity to be selected (Baxter & Babbie, 2003). In this study, questionnaire sets were distributed among SME owners across seven emirates, namely Fujairah, Abu Dhabi, Dubai, Sharjah, Umm Al Quwain, Ras

Al Khaimah, and Ajman, in the UAE. Their participation was ensured to be on a voluntary basis. The objective of data collection is to obtain high-quality data that facilitates better analysis, enabling the construction of reliable answers to the research questions. The researcher personally engaged with all respondents, who were required to complete the questionnaire survey on their own. Notably, the personal engagement involved both physical visits and communication through email. Through physical visits, 300 questionnaire sets were obtained. This study gathered another 100 questionnaire sets, which were emailed and completed online.

3.3.2 Questionnaire Design

The instrument was adapted from previously established scales (Venkatesh & Bala, 2008). The process involved drawing upon the existing literature to construct the instrument for the study, ensuring a robust foundation based on prior knowledge and validated scales. Table 3.1 shows the study's constructs and relevant sources. A study's instrument is developed to arrive at a relationship between the factors under study (Byrne, 2001). A questionnaire survey is used to measure respondents' admiration and how they feel or do in a group or as an individual. Churchill Jr (1979) suggested two approaches in the development of instrument. The first approach involves determining the construction area where variables and metrics have been adopted to ensure the accuracy of the content. Secondly, the scale of the variable is determined by reviewing the relevant literature and previous studies. The reason for adopting these constructs in this study was based on the results of Cronbach's α (> 0.75) for each construct.

Table 3.1: Instrument Development

Dimensions	Sources
External costs	Pope et al. (1993); Atawodi & Ojeka (2012); Ibrahim (2013); Sapiei & Abdullah (2014); Ramli et al. (2015); King'oina (2016); Ya'u et al. (2020)
Internal costs	Sandford (1973); Sandford et al. (1989); Finance (2004); Lignier & Evans (2012); Evans et al. (2013); Sapiei & Abdullah (2014); Mukundi et al. (2017)
VAT compliance	Sandford (1973); Pope & Rametse (2001); Symons et al. (2010); Highfield et al. (2017); Nura et al. (2017); Saderuddin et al. (2017); Dularif & Rustiarini (2021)
Tax rate	Ariff, Ismail, & Loh et al. (1997); Derwent (2000); Woellner et al. (2003); Bird & Gendron (2007); Loo et al. (2012); Grill (2018)
Probability of detection	Fischer et al. (1992); Tran-Nam et al. (2000); Lumumba et al. (2010); Ibrahim (2013); Mwangi (2014); Junpath et al. (2016)
Complexity	Sandford et al. (1989); Sandford (1995); Hansford et al. (2003); Mansor & Ferdjani (2017); Jarrahi (2018); Kasim et al. (2020); Munir (2021); Shakkour (2021)
Penalty	Sandford (1973); Palil (2011); Gimba & Ibrahim (2017); Simon et al. (2017)
Tax incentive	Poterba (1987); Pope (1992); Hansford et al. (2003); Shehata & Trivedi (2005); Pope & Jabbar (2008); Aguirre

Dimensions	Sources
	& Rocha (2010); Chigbu & Ali (2014); Sokolovska & Sokolovskyi (2015); Mansor & Ferdjani (2017); Nura et al. (2001, 2017)

As for the development of the questionnaire survey in this study, detailed steps were undertaken to ensure its accuracy, relevance, and linguistic appropriateness, particularly for the target population. Initially, the questionnaire was designed in Arabic, the native language of the respondents, to ensure clarity and understanding. In order to validate its content and language, the developed questionnaire survey underwent a rigorous review process by native Arabic speakers with extensive knowledge about the subject matter. This review involved assessing the clarity, terminology appropriateness, and cultural sensitivity of the survey questions to ensure that the questionnaire survey effectively captured the intended constructs. Feedback from the native reviewers further refined the questionnaire survey, which addressed any ambiguities and ensured that it resonated well with the respondents' cultural context and linguistic nuances. Additionally, a series of discussion was held to resolve discrepancies and ensure the consensus on the final version of the questionnaire survey.

Following the linguistic validation process, the questionnaire survey was pilot-tested with a small sample of respondents to assess its clarity, relevance, and overall effectiveness. Responses from the pilot study's respondents were carefully considered, leading to further refinements and adjustments to improve the quality and reliability of the questionnaire survey. The pilot study, which involved 40 respondents, served as a preliminary evaluation of the instrument's efficacy and practicality. This initial phase identified any operational issues prior to the main study, which later involved 384

respondents. With regard to the potential for duplication between the pilot study and the main study, meticulous precautions were undertaken to prevent any overlapping in respondents, such as the exclusion of individuals who participated in the pilot study from the main study. This meticulous approach mitigated potential biases and inaccuracies in data analysis, ensuring the uniqueness of each respondent's contribution with respect to the study's objectives.

The final version of the questionnaire survey, which was crafted through iterative revision and expert feedback, was considered suitable for the main study. Its adaptation into Arabic, thorough linguistic validation, and pilot test ensured that the questionnaire survey effectively captured the constructs under study while echoing the cultural and linguistic preferences of the target respondents.

3.3.3 Population and Sample of the Study

The selection of the sample is an important stage in research (Hair et al., 2010). The target population of this study involved SMEs in the UAE. According to the statistics issued by the Ministry of Finance UAE (2017), there were 180,000 SMEs. However, the data from 2021 indicated a total of 350,000 SMEs in the mid-2020 in the UAE (The Finance Stories, 2021). Notably, most of the SMEs are located in the Dubai (Government of UAE, 2022). Israel's (1992) and Krejcie and Morgan's (1970) proposed sample selection method was employed in this study, whereby the sample size requires a confidence level (e.g., 95%) and a margin of error (e.g., 5%) for the correct sample size determination. As for this study, a formula with a 95% confidence level was used to arrive at a fair representative sample of the target population. Table 3.2 presents the recommended sample size by the population size.

Table 3.2: Sample size for $\pm 3\%$, $\pm 5\%$, $\pm 7\%$, and $\pm 10\%$ Precision Levels

Population Size	Confidence Level = 95%			Confidence Level = 99%		
	Margin of Error			Margin of Error		
	5%	2.5%	1%	5%	2.5%	1%
100	80	94	99	87	96	99
500	217	377	475	285	421	485
1,000	278	606	906	399	727	943
10,000	370	1,332	4,899	622	2,098	6,239
100,000	383	1,513	8,762	659	2,585	14,227
500,000	384	1,532	9,423	663	2,640	16,055
1,000,000	384	1,534	9,512	663	2,647	16,317

Source: Israel (1992)

According to Krejcie and Morgan (1970), if the given population exceeds 1,000,000, then the required sample size would have to be 384. As this study dealt with a large population of SMEs, the sample size would have to be at least 384 based on the following formula:

$$s = \frac{x^2 NP (1 - P)}{d^2 (N - 1) + x^2 p (1 - p)} \quad (3.1)$$

where

s = The required sample size

X^2 = The table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = Population size

P = Population proportion (assumed to be 0.50 since this provides the maximum sample size)

d = The degree of accuracy expressed as a proportion (0.05)

$$S = \frac{3.841 (180.000 \times 0.50) (1 - 0.50)}{0.50 (180.000 - 1) + 3.841 \times 0.50 (1 - 0.50)}$$
$$s = \frac{1728450}{4500} = 384$$

(3.2)

Therefore, the sample size for this study was 384 SMEs ($\pm 5\%$) (Krejcie & Morgan, 1970) across seven emirates in the UAE (Fujairah, Abu Dhabi, Dubai, Sharjah, Umm Al Quwain, Ras Al Khaimah, and Ajman).

3.3.4 Pilot Study

A pilot test refers to a small-scale version of a feasibility study or a trial run, which is conducted in preparation for the main survey. Somekh et al. (2005) explained that piloting a questionnaire survey involves testing the instrument with several individuals related to the target population to identify crucial issues, ambiguities, and potential pitfalls. A pilot test is conducted to assess the reliability and establish the content validity of the study's instrument prior to the full-scale data collection (Werts et al., 1974; Saunders et al., 2009). The importance of pilot test is explained in the research work of Werts et al. (1974), Belk (1975), and Sekaran and Bougie (2016).

Pre-test involves a group of a small number of respondents to test and verify the appropriateness of the questionnaire survey prior to the actual survey involving a large number of respondents (Sekaran & Bougie, 2016). In this study, the pilot test was

carried out with 40 respondents from SMEs in the UAE. Pre-test was conducted with two groups, specifically three faculty members in the business and finance field and five employees in the VAT field in the UAE. Their comments and suggestions regarding the wording, translation, clarity, structure, and length of the questionnaire survey were incorporated into the survey. Upon checking the reliability of the questionnaire survey after pilot test, the results revealed Cronbach's α of 0.798 ($>$ threshold value of 0.7) (Amirrudin & Nasution, 2021). Thus, the questionnaire survey was deemed reliable and can be further used for the final data gathering process.

3.3.5 Non-Response Bias

Tests for non-response bias were conducted to ensure the absence of biased elements in the sample of the study. Benke and Street (1992) pointed out that a popular approach to prove non-response bias is to create two forms of response groups—one group of responses consists of responses received at an early stage, and the other group consists of responses received at an early stage after the follow-up letter is distributed. If the results of the analysis reveals no significant difference between these two groups, then the issue of non-response bias is not a critical issue.

3.4 Data Measurement and Approach

Questionnaire survey was utilised to achieve the objectives of this study. The instrument enabled the collection of data, which were analysed to determine the relationships between internal and external costs and VAT compliance cost among SMEs in the UAE. The proposed model posited that the compliance behaviour to adopt VAT compliance cost was jointly determined by certain factors, namely penalty imposition, complexity, POD, tax rate, and tax incentive. As highlighted by Hair et al.

(2006), data collection is necessary to achieve the goals of the study; the instrument was developed to measure the relationship between compliance cost and compliance behaviour.

3.4.1 Compliance Cost

Theoretically, an estimate of the average compliance cost can be obtained through the sum of monetary cost, time cost, and psychological cost. However, the reality is that this raises concerns in terms of measurement (Sandford, Godwin, & Hardwick, 1989) associated with internal time assessment, overhead cost, units of measurement (physical quantities or financial or cost ratios), validity of estimates, psychological cost, and offsetable compliance benefits (Sandford, Godwin, & Hardwick, 1989; Pope, Fayle, & Chen 1993a; Allers, 1994; Pope, Fayle, & Chen, 1994, Sandford, 1995; Evans et al., 1996). These issues have been a major concern to researchers in studying the tax compliance cost.

In order to measure the cost of time, respondents were required to answer two survey questions (Questions 9 and 10). The first question focused on the estimated monthly wage rate for staff involved in VAT matters. Meanwhile, the second question focused on the estimated time taken to learn the VAT system (including time spent attending courses, seminars, and training). If the respondent answers the question by leaving the space blank without any form of number (it is possible that the respondent takes the time to learn the VAT system), then zero value was used instead. This was implemented as the questionnaire survey did not provide any form of instruction to the respondents to put zero or dash (-) in the space provided. Abdul-Jabbar (2009) and Ibrahim (2013) utilised the same approach to overcome this problem.

The cost of time in this study was then converted into monetary form by multiplying the time spent by employees on VAT matters with the hourly wage rate received based on their job position. The estimation of compliance cost in this study relied on the same approach as previous studies (Pope, Fayle, & Chen 1994; Hanefah et al., 2001; Arif & Pope, 2002; Abdul-Jabbar, 2009; Ibrahim, 2013). The compliance cost was estimated by summing two cost components, namely finance and time costs. Most previous studies on tax compliance cost (e.g., Sandford, Godwin, & Hardwick, 1989; Pope, Fayle, & Chen, 1994; Sandford, 1995; Evan et al., 1997; Abdul-Jabbar, 2009; Ibrahim, 2013) used the average cost method (average cost value of each element), which was employed in this study.

In order to estimate monetary cost, overhead cost should be included in compliance cost (Sandford, Godwin, & Hardwick, 1989; Sandford, 1995). However, the common practice in tax compliance reviews is to avoid having overhead costs. Sandford (1995) and Evans et al. (1997) stressed the appropriateness of the overhead cost exclusion for small-sized businesses as it may yield insignificant results. Accordingly, this study utilised a similar approach to that of Sandford, Godwin, and Hardwick (1989) and Pope, Fayle, and Chen (1994) on the issues related to overhead cost.

As for the measurement of internal and external costs, this study considered four components of activities that involve both internal and external costs, namely (1) the cost of changing a new computer system, (2) fees to attend courses, training, and seminars to learn the GST system, (3) the cost of consultation from tax experts, and (4) other expenses incurred for VAT transactions (e.g., stationery, postage, and travel costs). Each respondent was required to state the estimated cost incurred for each listed component.

3.4.2 Compliance Behaviour

This study employed hypothetical tax scenarios to examine compliance behaviour. Notably, the UAE introduced a computerised system for VAT collection in 2022. The introduction of VAT in the UAE, which began on 1 January 2018, necessitated establishing an efficient and modern system to collect VAT revenues (Government of UAE, 2022).

The UAE's FTA oversees the administration and collection of VAT. FTA has implemented an electronic system, specifically known as the "Tax Registration Number (TRN) System", to register companies for VAT and monitor their compliance. Additionally, companies registered for VAT must submit their VAT returns and payments electronically through the online portal. The computerised system allows for the efficient processing of VAT-related transactions, enhances transparency, reduces the administrative burden on businesses, and enables the FTA to effectively monitor and enforce compliance with VAT regulations (Government of UAE, 2022).

This study employed three specific measures for measuring non-compliance behaviour, namely understatement of income, failure to register, and performing both types of non-compliance at once. These three particular measures were measured as dependent variables in this model of tax compliance behaviour. As previously discussed, the measurement of dependent variable in this study was carried out by obtaining insights on business-related circumstances that require respondents to answer two survey questions. The measures of these dependent variables are summarised in Table 3.3. In order to measure each of the variable in compliance behaviour, 16 statements were adapted from Alshirah et al. (2019), Lestari et al. (2020), and Liberto (2020). Respondents were required to provide their opinions regarding these statements

according to a five-point Likert scale. The statements for the measurement of each independent variable are presented in Table 3.4.

Table 3.3: Measures of Compliance Behaviour of the Dependent Variables

Types of Non-Compliance Behaviour	Measures
Understatement of income	The level of agreement towards the understatement of income was obtained based on a five-point Likert scale. A high score is likely to reflect non-compliance behaviour.
Failure to register	The level of agreement towards failure to register was obtained based on a five-point Likert scale. A high score is likely to reflect non-compliance behaviour.
Additional analysis by combining both types of non-compliance	The average score was obtained with the combination of understatement of income and failure to register. A high average score is likely to reflect non-compliance behaviour.

Table 3.4: Statements for the Measurement of Compliance Behaviour of the Independent Variables

Factors/ Determinants	Measurement (Fact)	Score
		(Likert Scale)
Compliance cost	Use the total estimated compliance costs obtained after the analysis is conducted	Used total estimated compliance cost
Tax rate	It is “not fair” to impose VAT rate on consumers. Higher VAT rate is adjusted against inflation, so that the government can achieve the income needed to meet its expected expenditures. The increase in VAT rate results in higher tax revenues.	A high score indicates that the sentence is too high.
Probability of detection	There is a formal government goal/target in place to reduce tax compliance cost. Compliance cost considerations are generally assessed when it comes to formulating tax policy proposals affecting the VAT. There is an announced plan for specific VAT burden reduction initiatives.	Uses total estimated probability of detection

Factors/ Determinants	Measurement (Fact)	Score (Likert Scale)
Complexity	<p>The revenue body's formal planning documents reflect goals/objectives for compliance cost reduction and related strategies to achieve them.</p> <p>VAT is a simple method of tax collection. VAT law is relatively simple. The procedure for implementing VAT is easy.</p> <p>VAT is simple, so companies do not need to use the services of tax professionals.</p>	<p>A high score indicates that the tax system is simple.</p>
Penalty imposition	<p>Penalty for non-compliance should be increased.</p> <p>A theoretical positive relationship between tax penalty and tax compliance exists.</p> <p>An increase in tax penalty would lead to an increase in tax compliance, and vice versa.</p> <p>Sanction is the severe form of penalty to reduce the intent of non-compliance.</p>	<p>Penalty has been found to be the most effective tool in the UAE.</p>

Factors/ Determinants	Measurement (Fact)	Score (Likert Scale)
Tax incentive	<p>Companies receive tax incentive from the government in order to invest back in their businesses.</p> <p>Tax relief provides more compliance.</p> <p>Tax incentive provides more compliance.</p> <p>Tax deduction provides more compliance.</p> <p>Compared to large companies, more favourable tax treatment should be given to SMEs.</p> <p>The incentive which the government offers to comply with VAT is enough.</p>	<p>A high score indicates the acceptance of future tax incentive.</p>

3.5 Data Analysis

Silverman (2013) highlighted the presence of many challenges that potentially affect the quality of the results during a research process. Good results must be valid and reliable. Honesty is another way of truth and reliability, which lead to consistency in the study, so more solid assumptions can be made in terms of trustworthiness and objectivity (Leung, 2015). It is essential to pre-test the reliability of the developed instrument, so that respondents can understand the questions, specifically in regards of the clarity of the questions and the potential drafting or measurement problems. The pre-test of this study ensured the involvement of a few respondents (from SMEs) with the same sample characteristics to test the suitability and clarity of the questions.

Leung (2015) explained that the scope to whose outcomes are consistent over time and an exact exemplification of the target population is referred to as reliability, and the results of research can be superseded under a similar methodology. With that, the research tool is believed to be reliable. In this study, the questionnaire sets were distributed to a representative sample from the original sample. This sample shared the same qualities and characteristics, and the obtained results were used to determine the accuracy and reliability of the questionnaire survey (Barbour, 2001).

3.5.1 Overall Approach

This study proposed a complex latent construct model and performed several steps to ensure reliable and valid results. A detailed analysis is described in Chapter 4 while this section provides an overview of the major steps taken. The data were subjected to Pearson's correlation coefficient and PLS-SEM. All analyses to assess the measurement model and structural model were conducted using SmartPLS. The reliability of the data was measured based on Cronbach's α . The search model was evaluated using a two-phase process called the measurement model and structural model. The measurement model was validated in terms of internal consistency testing, indicator reliability, convergent validity, and suitability for differentiation (Ramayah et al., 2016). In this study, internal consistency, indicator reliability, convergent validity, and discriminant validity were determined.

3.5.2 Estimation of Compliance Cost

Addressing the first research question, this study estimated and analysed tax compliance cost according to the methodology established by Sandford (1995), which were consequently adapted in the pioneering work of Pope et al. (1993) within the

Australian context and later further advanced by Evans and Lindsay (1999) within the Australian context. The current study also benefitted from other studies on tax compliance (Ruebling, 1973; Hansford et al., 2003). Considering the focus of this study on corporate taxpayers, specifically SMEs, more specific consideration was given to a study by Pope et al. (1993) on companies' income taxation. Besides that, turnover rate and the number of employees were considered important variables in this study for the estimation of VAT compliance cost. The obtained results were compared with that of previous studies. In addition, this study measured tax compliance cost in terms of alternative size measures, such as the type of industry. Further details on the analysis and results of this study are presented in the next two chapters (Chapter 4 and Chapter 5).

3.5.3 Relationship between Compliance Cost and Compliance Behaviour

Having outlined tax compliance costs estimation, it would be useful to examine the influence of compliance cost on corporate tax behaviour. The current study measured two types of non-compliance behaviour, namely understatement of income and failure to register. Both types of non-compliance behaviours were measured by means of two independent hypothetical tax scenarios. Addressing the second research question, this study examined the relationship between compliance cost and compliance behaviour through correlation analysis and other comparative analyses (mainly t-tests or ANOVA). Additionally, in a similar way, this study assessed the relationship between compliance cost and key determinants of compliance behaviour, namely tax rate, POD, complexity, penalty, and tax incentive, was carried out as well.

3.6 Ethical Considerations

This study took into account several ethical considerations. Firstly, the researcher ensured honest collection of data. Objectivity was also kept in mind. The researcher made the best effort to add only relevant and unbiased data to maintain the objectivity of this study. Moreover, integrity was strictly maintained throughout the study. All materials were collected after authentication and with sincerity. The researcher was meticulous in the collection, analysis, and interpretation of the data and results and results. Additionally, the element of confidentiality concerning the respondents' personal information was kept in mind. Finally, the legality aspect was considered, along with the code of conduct set by the institution regarding the conduct of this study.

3.7 Chapter Summary

This chapter explained in-depth how the present study was carried out practically and how the survey was used as the main method of study. Questionnaire sets were randomly distributed among the respondents (SMEs). Respondents only answered questions that they understood well. Next, this chapter elaborated on the measurement of each variable in this study. Lastly, this chapter briefly described the statistical tests conducted to examine the variable. In the next chapter, the results are presented based on the analysed data.