CHAPTER THREE

RESEARCH AND METHODOLOGY

3. METHODOLOGY

When it comes to the actual process of carrying out the study, the research technique is an important factor to consider. In this, the examination of the demographic that will be the subject of the research has to be included in the methods chapter of the dissertation. The nature of this study could be broken down into two categories: quantitative and descriptive. It would analyze, via the gathering of the data, what influence the workforce (age, gender, and educational qualifications Diversity) has on employee performance within an organization, with a focus on Dahabshiil bank especially. The distribution of a questionnaire will be used to gather initial data, and prior investigations, publications, and journals that are related to the issue will be combed through to gain secondary data. Besides that, the main focus of this research is on organizational effectiveness in the private market (banks) in Mogadishu, Somalia, and the data will be compiled by individuals who are employees of different branches in Mogadishu, Somalia. What's more, the main topic of this analysis is employee performance in the corporate sector (banks) in Mogadishu, Somalia. In addition to that, the purpose of this research is to establish whether or not there is a connection between the performance of employees and the performance of their organizations.

3.0 INTRODUCTION

The narrative of Dahabshiil is told from the point of view of an African businessman whose firm has experienced financial setbacks as a direct result of the civil strife in Somalia. Even though he rebuilt the business with just a small number of resources and a powerful network of contacts, twenty years ago it is now the most successful international money transfer corporation in the Horn of Africa. He was responsible for achieving it all. It was in the year 1970 that Mr. Mohamed Saeed Duale established the foundation for what would eventually be known as Dahabshiil. At the beginning of his career, he worked as a remittance broker. In this role, he assisted migrant workers in sending money back to their families by selling imported products from Gulf State countries on their behalf and transferring the earnings from the sales. They are heavily reliant on Dahabshiil in order to pay their employees, independent Governmental and private enterprises, and non-governmental organizations (NGOs). The utilization of the services offered by Dahabshiil is "the only alternative that is both safe and efficient for sending money to projects," as stated by the United Nations. Dahabshiil is a company that offers various financial services. Customers have access to a wide range of banking options, Including commercial, foreign, individual, and commercial banking, when they work with this financial institution. In addition to this, it acts as a central location for the trading of a wide range of goods. When they paid for such things with their own money, among other things, they put their money toward things like mobile banking, commercial banking, and investments. They also invested their funds toward other things. The enterprise has a significant presence in most of the surrounding rural areas, including Dahabshiil. Not only does Dahabshiil aid the most destitute people on the continent to live, but it also enables other people to invest and provide jobs, which adds to the growth of the continent. This helps Dahabshiil to support the most impoverished people on the continent. International organizations have reached the conclusion that using official channels, which are not subject to inspection in relation to the origin of the money and where it is spent, is a riskier and less desirable option than using legal companies like Dahabshiil. This is due to the fact that official channels are not subject to inspection about where the money comes from and where it is spent. It is generally agreed upon that the existence of Dahabshiil is essential to the maintenance of a vigorously competitive environment. As an immediate and direct result of this, we are able, to keep our prices at a competitive level while also providing levels of service that are unparalleled. It is well known that the costs in Dahabshiil are among the least expensive compared to those in the surrounding areas. Dahabshiil has made it a long-standing practice to contribute to the areas in which it does business by providing charitable contributions. It donates five percent of its annual revenue to a variety of charitable organizations and community betterment programs. It does so through providing financial resources and other forms of help to a number of different initiatives, including overall financing in the millions of dollars for such endeavors. All of Dahabshiil's worldwide network, which is under the company's control, has advanced safety, anti-money washing, and refute financing processes to a high degree of complexity and accuracy. Through the execution of these processes, the network will be brought into full conformity by all the applicable standards. The monitoring systems in every one of the nations where it does a business have properly licensed, governed, and monitored its worldwide presence along with all of its partnerships. The Central Bank of Somaliland has given Dahabshiil Bank International (DBI) authority to conduct all of its operations in line with Sharia law, which ensures that all transactions are legitimate. The financial institution first opened its doors in 2012, and its key markets are situated in the regions of North America, East Africa, and Western Europe. In order to serve our clients with goods and services that are within their price range, our bank prioritizes providing superior after-sales support, adhering to the Sharia's highest ethical standards, and being at the forefront of technological advancement.

3.1 RESEARCH DESIGN

The study used a descriptive method in order to characterize the diversity of the workforce as well as the influence that diversity has on the performance of employees in businesses. The descriptive design approach was employed effectively in the process of gathering knowledge and discovering answers to previously existing problems (phenomenon). This strategy is used whenever there is a need to gather information on the perspectives, procedures, assumptions, and other possible behavior of individuals.

3.2 LOCATION

Mogadishu is the capital and largest city in the African nation of Somalia. Mogadishu, the main city of Somalia, is located in the southern part of the country. It has a border with the Indian Ocean to the south, as well as boundaries with Middle and Lower Shabelle to the east and north, and Upper Shabelle to the west. Lastly, it has a border with Lower Shabelle to the west. Within the city of Mogadishu, there are seventeen different districts. The Adan-Adde International Airport, Villa Somalia, and the Mogadishu Seaport are among the mostwellknownn landmarks in Mogadishu.

3.3 SAMPLING

In order to determine the required sample size, the researcher was used Slovens formula for sample size determination. The researcher made use of Slovene's formula for determining sample size in order to figure out the appropriate size of the sample that was necessary. n= N 1+N (e) n= 200 = 1+100(0.05) 2 n= 101.25

3.4 INSTRUMENT

In order to address issues about employee performance as well as the age, gender, organization, employee performance, and educational background diversity that exist. An analysis of the existing research was carried out. There was a list of questions compiled for each and every variable. After taking into consideration the feedback of experienced management experts, this list was compiled. In the end, 31 new questions were conceived up and included in this compilation. In addition, the age diversity section includes five questions that have been modified from earlier sections (Chew et al., 2011). The gender diversity questionnaire consists of five items, all of which were drawn (Zhuwao, 2017). The organization is based on the answers to four questions that were collected (Chew et al., 2011).m There are ten questions that are used to evaluate the performance of an employee, and they are all drawn from (Chew et al., 2011). While the age diversity section has five questions, the educational background section has seven questions. The questionnaires will be sent personally to the employees, and the time required to do each one is typically between ten and fifteen minutes on average. Methods for data processing that make use of descriptive statistics include calculating the mean and standard deviation (S.D.). In a similar manner, this research used a multi-regression model to examine at how diversity in the workplace affects how well each person performs. The model is described as follows:

$EP = \alpha + \beta 1GD + \beta 2AD + \beta 3ED + \beta 4EthD + \varepsilon$

Where, α = Constant $\beta 1$, $\beta 2$, $\beta 3$, $\beta 4$

=Coefficient of the variables EP = Employee

performance

GD = Gender diversity AD = Age

diversity ED = Education Diversity ε =

Error term

3.5 OPERATIONAL VARIABLES

There are four different scales that may be used for measuring, and these are the ratio scale, the numerical scale, the rank order, the measurement scale, and so on. However, only three different scales—nominal, ordinal, and interval—have been applied in this study. These scales are nominal, ordinal, and interval. The identification and classification of things, people, or events may be done with the use of minimal scale by using numbers as labels. The quantity could be expressed as a number. Nevertheless, because no amounts are being stated, this is not a necessity (Zikmund et al. 2010). Scholars are able to better determine the features of a person or an item with the support of this scale. An ordinal scale is a scale that ranks items or choices according to their magnitudes, such as age, income group, and so on, as stated by Zikmund et al. (2010). Researchers may use this scale to identify whether or not an item has a greater number of features compared to other things. On the other hand, it does not reveal if the item has significantly more or fewer of the traits. A rating system known as an interval scale assigns values to individual numbers in such a way that the distances between the numbers are consistent (Hair et al., 2007). The Likert Scale, which was designed by Rensis Likert and belongs to the group of interval scales, is one such scale. It is a kind of assessment that gives respondents the opportunity to express their attitudes by indicating the degree to which they agree or disagree with a statement (question) that spans from very positive to extremely negative attitudes toward an attitudinal object.

3.6 DATA COLLECTION

There are two sources for each of the major categories of data that can be gathered: primary and secondary data. Both two main sources should be utilized to examine the study hypotheses and provide responses to the research questions. To gather primary data, we will be conducting a questionnaire survey, which is also known as a self-administered survey. Data acquired for the first time are referred to as primary data. Secondary data are defined as the information collected from sources that have already been used (Sekran, 2003). A questionnaire with just predetermined answers will be used to obtain primary data for this investigation.

3.7 DATA ANALYSIS

In order to discover the mean and the percentages, a descriptive statistical method was used for the analysis of the demographic information. This occurred after the data were checked for misspellings and irrelevant replies, coded, and put into the Statistical Package for Social Sciences (google form) System. Only then were the results ready to be analyzed. A googlem form was used to process the answers from the questionnaire using descriptive statistics such as frequencies and percentages, and the data was displayed using pie charts, frequency tables, and bar graphs. The quantitative data were analyzed using the results of this procedure. Following the organization of the quantitative data into a variety of themes and patterns, the researcher assessed and analyzed The results. The quantitative data had been created through open-ended questions. the data collected by the use of questionnaires. Users are able to do data analysis in a short amount of time using the menu-driven and point-and- Online google form.

The findings may be published in the form of a bar chart, review table, or pie chart.

3.7.1 PRIMARY DATA

Primary data are those that the researcher personally gathers from first-hand sources. Experiments, social discussions and questionnaires, and observations are the primary methods of data collection that are often used. The time it takes researchers to acquire information is increased when they have to obtain original data. Because it is based on data collected in rerealtimeit takes more time but has better validity than data collected from a secondary source. For the purpose of this study, the researchers decided to use survey questionnaires as the major technique of data collection and distribute them to Dahabshiil bank foreign customers in order to obtain primary data from those customers.

3.7.2 SECONDARY DATA

Information that was obtained previously by another source is considered to as "secondary data." Secondary data may be gathered from a variety of sources, including books, papers in journals, graphs, webpages and charts, and internal records. Due to the fact that primary data is historical information, collecting it requires far less time and effort than collecting primary data. In order for researchers to obtain a better grasp and expertise on this specific issue in order to assist in solving issues and review the literature, they have researched it, gathered journal articles on it, and even referred to books in order to do so.

3.8 CONCLUSION

The data collection, examination, and interpretation processes all made use of research methodology. To aid in the process of doing the analysis and interpretation, computer tools such as Google Forms were used. To begin, a questionnaire survey is administered to a more extensive set of respondents in order to acquire information that is more precise. In addition to primary data, researchers used secondary data publications including case studies and journals in order to have a deeper comprehension of the matter the key theme of their investigation. In the preceding sections of this article, we covered topics such as research design, location, sampling, instrument, and operational variables, as well as data collecting and analysis. In addition to that, the scales that were used in the process of building the measurement were also discussed. In the following chapter, the analysed data will be interpreted and explained to the readers in order to assist them in understanding the respondents' demographic profile, including the results, as well as the hypothesis regarding whether or not they are accepted. This will be done in order to help the readers understand whether or not the hypothesis is accepted.