CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the method used in this study to ensure valuable data are occupied. It provides information concerning the method that used in undertaking this research. The method and procedure in this research have been designed and planned accordingly to make sure the research objective can be achieved. This chapter begins with the introduction to research design of this study. Then, the chapter explain about population and sample of this study. Following this, the chapter elaborated about data collection method and procedure. Finally, the chapter describes the measurement include in this study and the data analysis method and procedure.

3.2 Research Design

A research design is a framework which involves a series of decision-making choices with respect to methods, population, sampling frame and unit of analysis (Ghauri & Gronhaug, 2010). Research design also can be described as a systematic and organized effort to investigate a specific problem to provide a solution (Sekaran, 2000). Other researcher such as Akhtar (2016) defined it as a research structure that plays a role as the 'glue' to all the related elements in a research project altogether. In addition, Burn and Grove (2003) defined research design as a complete blueprint for a research to be conducted in which the factors of interference that may affect the validity of the research findings are well- governed with maximum control. In a simpler sense, research design can be said as a research orientation that sets the detailed refinement of research activities with complete methodologies employed to ensure the research findings obtained are valid. Thus, it also can be said as upgrading new knowledge, develop theories and gathering evidence to prove generalizations (Sekaran, 2000).

There are three methods in doing a research which are qualitative, quantitative and mixed method. The first method is qualitative. Qualitative is one of the methods that can be used in doing a research. Qualitative research method was developed in the social sciences to enable researchers to study social and cultural phenomena; observe feelings, thoughts, behaviours and the belief of the mass society (Babu, 2008). Examples of qualitative methods are action research, case study research and grounded theory. Qualitative data sources include observation and participation observation (fieldwork), interviews, documents and texts, and the researcher's impressions and reactions.

The second method in research design is quantitative. A quantitative study is a systematic inquiry, usually using the well- structured questions, which in turn will describe and explain the situation (Ghauri & Gronhaug, 2010). In a quantitative research, the researchers administer a survey to a sample or to the entire population of people to describe the attitude, opinions, behaviours, or characteristics of the population (Creswell, 2012). This research method is dealing with numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships. It is used to answer questions on relationships within measurable variables with an intention to explain, predict and control a phenomenon (Leedy, 1993). In other word, this method required to collect numeric data from a large number of people using instruments with pre-set questions and responses; analysing phenomenon, trends, groups comparison, or relating variables using statistical analysis and interpreting findings by comparing them with prior predictions and former research; and writing the research report using standardized, fixed structures and evaluation criteria, and taking an objective, unbiased approach (Creswell, 2012). In addition, the quantitative method allows researcher to generalize the results of the study on the population (Creswell, 1994).

The third method was commonly used in doing research is mixed method. A mixed methods research design is a procedure for collecting, analysing, and "mixing" both quantitative and qualitative research in a single study to understand a research problem. This method used when one type of research (qualitative or quantitative) is not enough to address the research problem or answer the research questions (Creswell, 2008).

This study applied the quantitative research method in which the data of this study are based on questionnaire instrument. This method can gather information using sampling methods by sending out questionnaires to get results that can be depicted in the form of numerical. The study employed quantitative method to generalise the findings of this study to the population. in addition, this type of research design also can explain the relationship among variables.

3.3 Population and sample

random selection of sampling units within the segment of population with the most information on the characteristic of interest. Purposive sampling has been used because the sample selected does possess the information required by researchers and to know the progress or development of a phenomenon at a particular research location (Pettus-Davis, Grady, Cuddeback, & Scheyett, 2011; Denscombe, 2010). With purposive selection, it was possible to gain access to the segment of population with the most information on the subject of study and understand the problem and the research question (Guarte & Barnos, 2006). In addition, purposive sampling is somewhat less costly, more readily accessible, more convenient and select only those individuals that are relevant to research design (Merriam, 2009).

3.4 Data Collection Method and Procedure

According to Cavana and colleagues (2001), the data needs to be collected after the development of research question. Data can be collected by using either quantitative (i.e., questionnaires method) or qualitative (i.e., setting focus group discussion method).

In this study, the data collected through questionnaire. A questionnaire is an instrument of data collection that includes a series of questions for the aim of information gathering from respondents (Abawi, 2013). Questionnaire also can be regarded as a form that supplying the demographic information for personal information and answers to questions are utilized in a survey design in which the respondents will complete the form and return to the researcher (Creswell, 2012). Questionnaire can provide numerical data, which can be statistically analysed to describe trends about responses to questions and to test research questions or hypotheses (Creswell 2012). In addition, the data gathered through questionnaire is standardised, can be gathered conveniently from a huge number of respondents and be able to compare the results with similar surveys used in other institutions (Pallant, 2005). Moreover, questionnaires are an efficient method of data collection when researcher understands clearly about the indicators or variables that they want to measure (Sekaran & Bougie, 2010).

The questionnaire was distributed to the selected respondent in person. The advantage of distributing the questionnaire in person is the respondent can meet certain required criteria. For instance, easy to access or easily approachable, availability at the time given as well as have a willingness to participate in the study. The willingness is very significant because the researcher wants to cooperate with the respondents to complete the collection procedure. Besides, it also can save precious time (Dornyei, 2007; Lisa, 2008).

Before distributing the questionnaire, researcher has asked for approval from the management of *Dewan Bandaraya Kuala Lumpur* (DBKL). It is because all the *Projek Perumahan Rakyat* (PPR) in Kuala Lumpur is under the administration of DBKL. This approval is necessary to this study to get a good cooperation from the management of DBKL to ensure this collecting data was conducted legally. After getting the approval from the management of DBKL, researcher has set up the date for collecting data at the appropriate time. Researcher has visited each zone and meet the selected respondents to distribute the questionnaires.

During the meeting with respondent, researcher has introduced to the respondent the purpose of this study. The respondents also have been informed that their participation in this study are voluntary basis and rest assuring that all the information and feedback provided would be kept confidential. These two issues are explained in the cover letter of the survey questionnaire. This effort is in line with Dongre and Sankaran (2016), who argue that the respondent should be fully informed about the nature of the study before conducting the research. To make sure the confidentiality along the collection data process, researcher has asked respondent not to write any information regarding them on the questionnaire. Each participant has been given 15 minutes to answer the questions.

After completing the questionnaire, the respondents are required to put the complete questionnaire in the envelope given. A stamped return envelope has been prepared for respondents. According to Boynton (2004), without the envelope to collect data, the respondent does not know where to return the complete questionnaire. This error will cause the missing data as well as will constrain the progress of research. In addition, providing envelope can minimize the financial cost related with returning the questionnaire and it can be called as free post return envelopes (Flores-Macias & Lawson, 2008). The return envelopes were marked confidential and for the attention of the researcher to ensure that answers were not restricting by a fear from the any service centred (Webster et al., 2008).

3.5 Measurement

The measurement of this study was developed based on the previous literature.

Job satisfaction is measured by a three-item scale adapted from the Michigan Organizational Assessment Questionnaire Satisfaction Subscale developed by Cammann, Fichman, Jenkins and Klesh (1979). The measurement has been applied in recent study by Zumrah (2012). Below are the details of the item:

1. In general, I like working here
2. In general, I don't like my job
3. All in all I am satisfied with my job.

Retention has been measure with 3 items developed by Langford (2009). The measurement has been applied in recent study by Presbitero, Roxas and Chadee (2016). Below are the details of the item:

1. I am likely to still be working in this organization in 2 years time
2. I would like to still be working in this organization in 5 years time
3. I can see a future for me in this organization

Work-life balance has been measure with 3 items developed by Langford (2009). The measurement has been applied in recent studies by Presbitero, Roxas and Chadee (2016). Below are the details of the item:

1. I can have a good balance between work and other activities
2. I can be involved in both work and non-work related activities
3. My work allows me to have time for social activities outside work

Before distributing the questionnaire to respondent, a pilot study was conducted among few sample from the population. The pilot study is conducted to provide a guide for rephrasing questions in order to invite a richer response. It is also to identify the weaknesses in design and instrumentation of the questionnaire. In addition, the purpose of pilot study is to recognize the clarity of instructions and questions, the attractiveness of the layout as well as seeking comments and suggestions for the improvement (Boynton, 2004). Therefore, researcher must take detailed notes on how respondent react to both the general format of the instrument and the specific questions. Hence, researcher ought to note for example how long or short time respondent take to complete the questionnaire (Boynton, 2004). Moreover, the purpose of pilot study is to observe the reliability of instrument. Salkind (2008) said that the reliability is a test to measure the consistency of the result. This occurs when a test is conducted repeatedly and produces the same result for each test. In this study, reliability tests conducted through Statistical Package of Social Science (SSPS) Version 20.0 through the evaluation of internal consistency in which the Alpha Cronbach coefficient measure is employed (Yusliza & Ramayah, 2012). If the reliability test result of Cronbach's Alpha (α) value is less than 0.61, it is considered weak. If the value is between 0.61 to 0.79, it is consider within the acceptable range, and if the value is 0.8 and above, it is consider high and accepted (Sekaran & Bougie, 2016).

During the pilot study stage, the questionnaires was send to 30 respondents to examine it realibility. The selection of 30 respondents for pilot study is based on the opinion shared by Hertzog (2008), who saying that it is sufficient to have 25 to 40 people for instrument development. The respondents are selected among the youth who stayed in *Projek Perumahan Rakyat* (PPR) in Kuala Lumpur. The respondents have been informed of the purpose of the study and are assured of their anonymity and the confidentiality of their responses.

In addition to pilot test, the questionnaire also has been measured through face validity. Face validity is well-known as the simplest assessment of validity technique because it does not incorporate any statistical or numerical technicality in implementing it (Brickman et al.,1982). Face validity is a complex construct with multidimensional nature which is helpful for measuring how test items are perceived by the respondents and others (Patton, 1997). In other word, face validity is supposed to be seen as a strength that really measures what it is intended to measure. If one can recognize an instrument and understand what is being measured, it is said to have the face validity value (Kumar & Govindarajo, 2014).

Face validity requires the experts to examine the items provided in questionnaire and approve the test as valid as in line with the concept related (Sangoseni et al., 2013). In other words, the experts who are academicians within the related field of study were asked to review the draft of the questionnaire to confirm the survey has been covered main aspects of study and could be easily understood by the respondents. Specifically, in this study, two academicians have been given ample time to validate the contents of the questionnaire on this study. Tentatively, the two academicians who are expert in quantitative research and they are from *Universiti Sains Islam Malaysia*.

3.6 Data Analysis Method and Procedure

Data analysis is the process of generating the data to be clearly understood especially for the researcher (Fraenkel & Wallen, 2007). Similarly, Creswell (2012) also argue that data analysis is the process for all the gathered information from respondents to be made easier to all. This includes the process of summarizing of all the respondents' data. In other word, the main purpose of data analysis is to get an exact meaning of the data so that a conclusion can be come out in which the conclusion's answering back the research questions of the study.

The data for this study analysed using statistical software known as Statistical Package for the Social Science (SPSS) Version 20.0. SPSS is a software product used for statistical analysis. SPSS is capable of handling large amounts of data and can perform all of the analyses covered in the text and much more. SPSS has become one of the most widely used statistics programs in the social sciences research. SPSS was also chosen because of its compatibility with most other software packages and its user-friendliness used for data analysis (Field, 2009).

3.6.1 Using SPSS to analyse research data

First method of the data was coded in alphabetical and numerical order and then key in into the SPSS. The data are numbers that have specific meaning. The numbers might represent age, gender etc. The numbers also can be divided into four different types which are nominal, ordinal, interval and ratio data (Brace et al., 2000). Nominal data are numbers where the number should not be taken to imply any more than a label. Ordinal data is the numbers that can be ordered with some justification. Interval data shows that the interval between all points on the scale is same. Lastly, ratio data are data collected from a ratio scale that has all the qualities of an interval scale with the additional quality of having a true zero.

The second method was screening and cleaning. Data has been screened and cleaned to identify any significant outliers or missing data and typing error. The set of data are considering incomplete if the respondent declines to answer a certain question and will make the gaps in data table known as missing values (Brace et al., 2000).

The third method was conducting a descriptive analysis. The purpose of doing descriptive statistics was to check the mean and the standard deviation of each variable (Adnan et al., 2011). In addition, this analysis conducted to examine the correlation between the variables. If the correlations among all the variables are less than 0.90, this means there is low probability of multicollinearity issue (Tabachnick & Fidell, 2007). Descriptive analysis also has been used to identify the factor of indebtedness among respondents in this study.

The fourth method was conducting the reliability test. The reliability test has been conducted for each variable based on the Cronbach's Alpha Value. The Cronbach's Alpha Value determines the internal consistency of items in a survey instrument. If the Cronbach's Alpha Value is greater than 0.7, it means that it has high reliability and if the Cronbach's Alpha Value is smaller than 0.3, then it implies that there is low reliability (Nunnaly, 1978; Robinson & Shaver, 1973).

The fifth method was conducting an exploratory factor analysis (EFA). This analysis is a statistical method used to uncover the underlying structure of a relatively large set of variables. In other word, the goal of EFA is to identify the underlying relationships between measured variables (Norris & Lecavalier, 2009). According to Finch and

West (1997), EFA should be used when the researcher has no prior hypothesis about factors or patterns of measured variables.

The sixth method was a correlation analysis. The correlation analysis is a statistical measure that shows how two or more variables fluctuate together (Mohamed, 2015). A positive correlation indicates the extent to which those variables increase or decrease in parallel. However, the negative correlation indicates how one variable increase as the other decreases. Correlation also is a statistical technique that can show whether and how strongly pairs of variables are related. Besides, the regression analysis enables checking the significant level of each relationship between variables.

3.7 Chapter Summary

This chapter has described the methodological aspect of this study including the research design, the population and sample of this study, the data collection method and procedure, the measurement include in this study and the data analysis method and procedure. The next Chapter 4 will provide a discussion about the result of data analysis.