



MIDOCEAN UNIVERSITY

Assignment #2

Chapter 3: Research Methodology

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3.1 Introduction

This chapter explains the research methodology used in this study. Research methodology refers to the systematic process used by the researcher to collect, analyze, and interpret data in order to answer the research questions and achieve the objectives of the study. This chapter presents the operational definitions of the research variables, the research design, the population and sampling techniques, the data collection methods, types of data, and the statistical analysis procedures used in the study.

3.2 Operational Definitions for Research Variables

Operational definitions clarify how the main variables of the research are defined and measured in the study. These definitions help ensure that the concepts used in the research are clearly understood and can be measured accurately. The independent variable refers to the factor that is expected to influence or affect another variable in the research. It represents the main concept being examined in the study. The dependent variable represents the outcome or result that is affected by the independent variable. It reflects the impact or change that occurs as a result of the independent variable. Both variables are measured using indicators included in the research questionnaire distributed to the participants.

3.3 Research Design (Research Onion)

The research design provides the overall structure and strategy used to conduct the research. This study follows the Research Onion model which presents different layers of the research process. Research Philosophy: The study adopts the positivism philosophy which focuses on objective measurement and the use of statistical analysis. Research Approach: The research follows a deductive approach where existing theories are tested using collected data. Research Strategy: The study uses the survey strategy to collect data from respondents through questionnaires. Research Method: A quantitative research method is used because the study focuses on numerical data and statistical analysis. Time Horizon: The study uses a cross-sectional design where data are collected at a single point in time.

3.4 Research Population & Sampling Methods and Techniques

The research population refers to the entire group of individuals relevant to the research topic. These individuals share common characteristics related to the objectives of the study. A research sample is a subset selected from the population to represent the whole population. The sample allows the researcher to collect data efficiently without studying the entire population. In this study, a sampling technique is used to select participants from the population. Random sampling can be used to ensure that each member of the population has an equal chance of being selected, which helps increase the reliability of the results.

3.5 Data Collection Method

Data collection is an important stage of the research process. In this study, the main data collection method used is a structured questionnaire. The questionnaire is designed to collect information from the selected sample regarding the research variables. The questions are structured using a Likert scale to measure the respondents' opinions and perceptions. The questionnaire is distributed to the participants and the responses are collected and organized for further statistical analysis.

3.6 Types of Data

Two main types of data are used in this study: Primary Data: Primary data are collected directly from the respondents through questionnaires. These data provide firsthand information related to the research variables. Secondary Data: Secondary data are obtained from books, academic journals, reports, and previous research studies related to the research topic. These sources help support the theoretical background of the study.

3.7 Statistical Analysis Procedures

After collecting the data, statistical analysis is performed to interpret the results. Statistical analysis helps summarize the data and identify relationships between variables. The analysis includes descriptive statistics such as frequencies, percentages, mean values, and standard deviation. These statistics help describe the characteristics of the sample and the responses. Statistical software such as SPSS may be used to analyze the data and examine the relationships between the independent and dependent variables.

3.8 Conclusion

This chapter explained the research methodology used in the study. It presented the research design, operational definitions of variables, population and sampling techniques, data collection methods, types of data, and statistical analysis procedures. These methodological steps provide the foundation for conducting the study and analyzing the data in order to achieve reliable research results.