

CHAPTER III

RESEARCH METHOD

3.1 Research Description

This research is using a quantitative method to analyze the data with the purpose to know a significant effect between attitudes (X_1), subjective norms (X_2), and perceived behavioral control (X_3) towards entrepreneurial intentions. Shields & Rangarajan (2013:26) mentioned that quantitative research is a method that uses specific population or sample to analyze the relationship between variables. The statistical procedures are analyzed by measuring and processing of the variables.

3.2 Population and Sample

3.2.1 Population

Population is the collection of elements that consist of object and subject which can be observed by the researcher. Umar & Madugu (2015) stated that population is a collection of survey elements. In this research, the population will be students in Ciputra University which are taking Business Management International major in 2017 batch, thus the population is 87 students.

3.2.2 Sample

Sample is part of the population which have characteristics or circumstances to be studied (Sugiyono, 2016:81). The researcher determines the sample of this research by using the simple random sampling in probability sampling. Simple random sampling is the type of

sampling where the sample members has an equal probability of being chosen. In determining the sample size, the researcher uses the Slovin technique with 0.05 error tolerance:

$$n = \frac{N}{1+Ne^2} \quad ; \text{ where } n = \text{sample, } N = \text{population, } e = \text{error tolerance}$$

Thus, the total samples in this research will be 71 people.

3.3 Data Collection Method

3.3.1 Questionnaire

The data collection method used by the researcher is distributing online questionnaires to respondents. In this research, the questionnaire contained questions relating to attitudes, subjective norms and perceived behavioral control and entrepreneurial intentions. The researcher will use the Likert scale in to measure the variables. Sugiyono (2014:168) defined that Likert scale is used to measure the behavior, opinion and perception of someone toward social phenomena with the grading scales from 1 to 5. The response options are:

Strongly Disagree (SD)	: 1
Disagree (D)	: 2
Neutral (N)	: 3
Agree (A)	: 4
Strongly Agree (SA)	: 5

3.4 Operational Definition of Variables

Here are the indicators that applied in this research:

Table 3. 1 Variables and Indicators

VARIABLES	INDICATORS
<p>Attitude towards Behavior (X₁)</p> <p>Attitude towards behavior is defined as a positive and negative outcome of an individual's evaluation in the behavior (Trivedi, 2016).</p>	<ol style="list-style-type: none"> 1. Beneficial 2. Motivation of carrier 3. Favorable
<p>Subjective Norms (X₂)</p> <p>Subjective norm is described as an individual's perception of what the society thinks about the behavior (Trivedi, 2016).</p>	<ol style="list-style-type: none"> 1. Family pressure 2. Group pressure
<p>Perceived Behavioral Control (X₃)</p> <p>Perceived control behavior is an understanding of individual's perceptual about the difficulty or ease of behaving in a particular way (Muhammad et al, 2015).</p>	<ol style="list-style-type: none"> 1. Facility and easiness 2. Conviction of success 3. Self-confidence
<p>Entrepreneurial Intentions (Y)</p> <p>Entrepreneurial intention can be determined according to the level of ability and willingness to set up business in the future (Muhammad <i>et al</i> (2015).</p>	<ol style="list-style-type: none"> 1. Intention to be entrepreneur 2. Intention to start a business

Source: Gathered Data

3.5 Validity and Reliability

3.5.1 Validity

Validity is a scale of how consistently the weight is measured which is the measure to predict other variables. (Graziano & Raulin, 2010:81). In this study, the researcher uses the Pearson correlation scale for the validity test. When significance level is ≤ 0.05 , then the item is valid with a confidence level of 95%. However, if the significance level is ≥ 0.05 , then

the item is invalid. Thus, it is not useful for the researcher (Sugiyono, 2012:125).

3.5.2 Reliability

Reliability refers to the level of consistency or stability in the values of the scores of an instrument (Franzen, 2013). In this research, the researcher uses Cronbach's Alpha method to measure the reliability test. According to Sugiyono (2012:130), the criteria of a research instrument using Cronbach Alpha is considered reliable when the reliability coefficient is > 0.6 , and not reliable when the reliability coefficient is < 0.6 .

3.6 Data Analysis Method

3.6.1 Classical Assumption Test

1. Normality Test

According to Priyatno (2014), normality test in regression model is used to measure the outcome of residual value as whether normal or abnormal. The researcher uses the Kolmogorov-Smirnov method where the data can be defined as a normal distribution residual if the significant level is > 0.05 .

2. Autocorrelation Test

According to Priyanto (2014:106), the autocorrelation test is used to find out whether there is a correlation of errors in a linear regression between the periods t and $t-1$. The method used in this research is

Durbin-Watson (DW test). The decision criteria in the Durbin-Watson test are:

$DU < DW < 4-DU$	There is no autocorrelation
$DW < DL$ or $DW > 4-DL$	There is autocorrelation
$DL < DW < DU$ or $4-DU < DW < 4-DL$	There is uncertainty or valid conclusion

3. Multicollinearity Test

According to Priyatno (2014:99), multicollinearity test is used to find out whether there is a significant correlation or not between the independent variables. If the value of Variance Inflation Factor (VIF) is < 10 , then there is no multicollinearity. However, if the value is > 10 , then there is multicollinearity and the variable has to be removed.

4. Heteroscedasticity Test

According to Priyatno (2014:108), heteroscedasticity is to find out the differences in the variance of the residual in each observation. The valid regression is not supposed to have heteroscedasticity. In the heteroscedasticity test, the researcher used the Glejser method by regressing the absolute values of the independent variables. If the result of significance level is > 0.05 , then there is no heteroscedasticity.

5. Linearity

According to Priyatno (2014:79), linearity test is used to find out whether the variables have a linear correlation or not. In this test, if the

significance level is < 0.05 , then the relation between the independent and dependent variables is linear.

3.6.2 Multiple Regression Analysis

According to Purwanto (2012), multiple linear regression is the model used to observe the effect of the dependent variable to the independent variable. In this research, the variables that will be measured is the effect of attitude toward behavior (X_1), subjective norms (X_2), and perceived behavioral control (X_3) toward the entrepreneurial intention (Y). The formula of the multiple regression is:

$$Y = \alpha + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + \beta_3 \cdot X_3 + \varepsilon$$

Explanation;

Y	= Entrepreneurial Intention
α	= Constanta
$\beta_1, \beta_2, \beta_3$	= Regression Coefficient
X_1	= Attitude toward Behavior
X_2	= Subjective Norms
X_3	= Perceived Behavioral Control
ε	= Residual

1. Simultaneous Test (F-Test)

F-test in this research shows the impact of the independent variables in simultaneously effecting the dependent variables. If the significance value of F is $< 0,05$, then the dependent variables simultaneously affect the independent variables.

2. Partial Test (t-Test)

The T-test shows how deep the impact of an independent variable towards a dependent variable. If the significance of t value is $< 0,05$, it means that the independent variable does partially impact the dependent variable.

3. Coefficient Correlation (R)

According to Kuncoro (2013:245), correlation coefficient value (R) indicates how close the relationship between independent variables with the dependent variable is. The value of R ranges between 0 and 1. The closer it is to 1, the stronger the relationship is simultaneously.

4. Coefficient Determinant (R^2)

According to Purwanto (2013:245), coefficient of determination Test (R^2) is used to measure the effect of the independent variable in the dependent variable. The value of R^2 ranges is between 0 and 1. The closer to 1, the higher amount of the effect the independent variables have on the dependent variable simultaneously.