CHAPTER III
RESEARCH METHODOLOGY

This chapter will be focusing towards the method and procedure during the study to gain and analyzing the data. The chapter will contain the research design and research method, the variable and measurement used in the study, description of operational variable, data sample, data collection and the method will be used during the analysis.

3.1.   Research Design

To get proper answers from undergraduate student of hospitality major in Agung Podomoro University, research will be done in quantitative approach, as the nature of the approach the data collection is distributed through surveys by questionnaire. This is done in order to generalizing the population based on the sample generated for this research, also get a valid respond from the respondent to be able to describe the situation.

Hence there are limited theory and previous literature with the same or related topics in Indonesia, study will be done in descriptive research design as the nature of the topics are natural and unchangeable. Believing there are no solid answers as the conclusion to the existing issues, research will be done to review the nature of the problem and give a better understanding that may be useful in the future. In the result there may be different direction and new opinion that represent the situation in the chosen demographic area. Questionnaires have been build based on the evaluation from the previous study and research done, which focused on different type of career expectation and requirement. This research design has been developed through the methodology of research and the variable of study, which will give barriers and limitations to ensure data validity and reliability. There will be no measurement or further study done to decide whether the variable is correlated and has impact, with a view to nurture the main objectives of the study.

3.2.   Variable and Measurements

Hatch and Farhady (1981) stated that variable could be described as attributes of a person or an object with variations between one and others.

According to Creswell (2007) stated variable is a characteristic or attributes of someone or an organization which could be measured and observed. Independent variables are those variables whom caused, and affect the outcome results.

Following the previous statement, opinion of undergraduate student are the independent variable in this study and will be measured ordinal scale. Different type of measurement scale will be used in this study, such as Likert Scale and Guttman Scale. Likert scale will be used to determine the level of agreement or important from the respondent regarding a statement.

Table 3.1

Likert Scale Application for Importance Measurement

5	Very Important
4	Important
3	Fairly Important
2	Slightly Important
1	Not Important

Table 3.2

Likert Scale Application for Agreement Measurement

5	Strongly Agree
4	Agree
3	Undecided
2	Disagree
1	Strongly Disagree

Table 3.3

Likert Scale Application for Quality Measurement

5	Excellent
4	Above Average
3	Average
2	Below Average

1	Very Poor

Meanwhile, Guttman Scale is used in order to obtain solid answers from respondent regarding one statement, either yes or no. And the rest of the questionnaire is multiple choice question, which ask respondent to choose one best answers that is best related.

3.3. Definition of Operational Variable

Stated in the previous paragraph, opinion of undergraduate student as independent variables will be measured. The opinion of undergraduates will be specifically focused on the requirement of employment and career expectation. Building the right structure of the questionnaire is important in the direction to get a proper and accurate respond.

Table 3.4

Operational Variable of Study

Variable	Sub-variable	Indicators
Opinion	Requirement of Employment	Educational Requirement
		Skills Required
		Years of Experience
	Career Expectations	Salary and Wages
		Working Hours
		Co-workers & Working Environment
		Job Title
		Supporting Facilities
		Company Image
		Career Development

3.4. Data Sample

Margono (2004) stated that sampling technique is a way to determine sample with proper numbers that represents the numbers of populations of sample

and become the real data source, by putting attention of characteristic and distribution of the population, to get the final representable sample.

To ensure the validity and visibility of data given, this research will be focused on all the hospitality undergraduate student in Agung Podomoro University with total 433 people in the population.

Table 3.5

Data of Agung Podomoro University Undergraduate Student

Batch of Study	Frequency
Batch 2015	74
Batch 2016	88
Batch 2017	112
Batch 2018	159
Total	433

In order to get a proper ratio of representative from the group of undergraduate students, with estimated totals of undergraduate hospitality degree in Agung Podomoro University are 433 and diminish the 10% of probability level of inaccuracy from survey results, according to Prasetyo (as cited in Saktiani, 2016) below formula is used:

Legend:

n : Numbers of samples

N : Numbers of population

e : Critical range (%)

As calculated using the formula, result shown minimum 81 undergraduates should be taken to represent and make qualified for this sample of group.

Due to the high sum of respondent, high number of questions, and time limitation, random sampling method was used to distribute the online questionnaire. The It is used to help decreasing the unwillingness of the respondent to answer the questions, because there is no force applied since the questionnaire are accessible by everyone through online platform.

3.5.   Data Collection Method

Following the nature of quantitative methodology, primary data collected through questionnaire. It is published and shared through online platform, with totals of 35 closed questions. Closed questions forms are used to lead respondent to choose the closest, most accurate, and representable answers.

Table 3.6

Questionnaire Outlines

No.	Variable	Sub-Variable	Undergraduate's Questionnaire
1	Demographic Information		1, 2, 3, 4, 5
2	Career Expectations	Overall Expectation & Confident	30, 31, 32,
2	Career Expectations	Payment & Wages	20, 21, 22
		Working Hours	20, 23, 24
		Co – Workers & Working Environment	20, 25,
		Job Title	20, 26,
		Supporting Facilities	20, 27
		Company Image	20, 28
		Career Development	20, 29, 33, 34, 35
3	Employment Requirement	Skills	6, 7, 8, 9
		Educational Background	6, 10, 11, 12, 13, 14, 15
		Work Experience	6, 16, 17, 18, 19

Meanwhile secondary data was collected through findings from the previous study, which is related and contain similar topics, also supporting data from organization and governmental statement and reports.

Due to the high number and grouped study population, sample collecting method used are cross section random sampling, where data will be collected in one time period and everyone inside the population of study has equality to answer the questionnaire.

Usage of e-mail, social media and mouth to mouth is done to ask participants for their willingness to participate this study, by sharing a link of questionnaire has been prepared through Google Forms.

3.6.   Method of Analysis

Analytical technique used for this study is descriptive analysis. A technique to describe and show the opinion of the respondent through the instrument used and made by the writer of this study.

Data will be analyze through single table data analysis and two way table analysis. Single table analysis will be done in order to distribute the sub-variable into several category and looking through the number of frequency, meanwhile two way table analysis will be used not to find any relation or prediction, but to understand the frequency and ratio of opinion between undergraduate students.

Besides the frequency, data will be count and shown in percentage, calculation done by using the formula according to Kountur (2005), as shown:

Legend:

P   : Percentage

f   : Numbers of respond collected

n   : Total respondent