CHAPTER III

RESEARCH METHODOLOGY

3.1. Type of Research

This research is classified as a causal research. The purpose of this research is to examine the purchasing intention toward *halal* beef from traditional market. This research used Theory of Planned Behavior (TPB) as behavioral model from Ajzen, (1985; 1991) by understanding the attitude behavior, subjective norm and perceived control behavior in assessing the performance of behavior in purchasing intention of *halal* beef, and also the influence of self-identity (religiosity) in moderating the attitude and subjective norm.

This research used quantitative approach by using survey method on convenience sampling. The research instrument used questionnaires to gather the primary data from the respondent's, which are rated, by using the Likert point scale. The data for this research were obtained through a structured questionnaire consisting of six parts (demographic, attitude, subjective norm, perceived control behavior, intention, and self-identity).

3.2. Populations and Sample

3.2.1. Population

The research took place in Yogyakarta to find out the purchasing intention of Indonesian consumer by researching their attitude behavior, subjective norm and perceived control behavior in buying *halal* beef in traditional market which is

influenced by the self-identity (religiosity). The population of this research were the buyer of *halal* beef in several traditional markets in Yogyakarta Area.

3.2.2. Sample

The samples were taken by using convenience sampling in several traditional markets in Yogyakarta. The criteria of the sample were adult Muslim consumers of beef from 21-60 years old. This research acquired 110 respondents. The determination of this amount was solely to ensure the sufficient amount of data from a simultaneous analysis of causality.

3.3. Data collection Method

This research used quantitative approach. The approach was seen as having objective observations, precise measurements, statistical analysis and verifiable truths. A combination of both primary and secondary data collection methods were used in this research. The primary data for this research was obtained from the data collected through the distributed questionnaire. The secondary data was collected from the past literature reviews and relevant articles.

3.3.1. Questionnaire

The techniques of data collection were done by giving a set of questions or a written statement to the respondent to be answered. In this questionnaire was using a measurement of interval data. The scale was one form of bipolar adjective to develop statements of agree and disagree in a variety of ranges of values. In this research, the questionnaire is adapted by the relevant literature from Bonne, Vermeir, Blackler, & Verbeke (2007) and Kalek & Ismail (2015) which was translated to *Bahasa.* The questionnaire included the components of social-

demographic and the measurement of the proposed model of theory planned behavior as follow:

1. The purchasing intention was measured on an eight-point scale (ranging from 0 to 7) asking "How many times do you intend to eat *halal* beef in the next seven days iincluding today?"
2. The attitude behavior was measured through the statement "*Halal* beef is important to me." on a five-point scale ranging from "totally disagree" to "totally agree". While "Eating *halal* beef is a personal choice." on a five-point Likert scale ranging from "totally disagree" to "totally agree".
3. The subjective norm was consisted of multiple items to assess the motivation to comply. They were stated as "To what extent do you take the encouragements to eat *halal* beef of the following people or institutions into consideration?" on a five-point scale from "Not at all" to "Very much" for partner, family, friends, religious authorities, children and the Islamic community in general.
4. The perceived control behavior was measured with 4 items adapted from the research of (Bonne, Vermeir, Blackler, & Verbeke 2007; Khalek & Ismail, 2015) "It is easy to find *halal* beef in Yogyakarta.", "*Halal* products are readily available.", "There is sufficient information available on *halal* products.", "I always have chance to eat *halal* beef from the traditional market.". The item was measured on a five-point Likert scale ranging from "totally disagree" to "totally agree".

5. Self-identity was measured by using the statement "I consider myself a Muslim." on a five-point Likert scale ranging from "totally disagree" to "totally agree".

Questionnaire was modified in order to simplify the language. Therefore, respondent can easily understand it.

3.3.2. Literature Review

Data collection was done by reading literature such as books, journals, as well as previous research related to the research that was being conducted.

3.4. Research Variable and Operational Definition

Based on the conceptual framework that had been proposed, the classification of variables were as follows:

3.4.1. Dependent Variable

Dependent variable is a variable that become a core of the research (Ferdinand, 2006). The dependent variable of this research was the purchasing intention of consumer toward purchasing *halal* beef from traditional market, which was directly influenced by the independent variable (attitude behavior, subjective norm, perceived control behavior).

3.4.2. Moderating Variable

Moderating variable is a variable that influences, or moderates the relation among independent and dependent variables and Thus, it produces an interaction effect. The moderating variable of this research was self-identity (religiosity).

3.4.3. Independent Variable

Independent variable can influence the dependent variable positively or negatively (Ferdinand, 2006). The independent variable of this research was the determinant or element of Theory Planned Behavior from Ajzen (1985 and 1991) They were attitude behavior, subjective norm and perceived control behavior.

3.4.4. Operational Definition

Operational Definition is a definition given to a variable to give an indicator or specifications about the activities in measuring the variable (Ferdinand, 2006). There were three type of variable in this research, first was dependent variable (purchasing intention) second was independent variable (attitude behavior, subjective norm, perceived control behavior) and the third was moderating variable (Self-identity). The variables studied were summarized in the following table along with the indicators and sources:

Table 3.1. Operational Definition Variables

Variable	Notation	Operational Definition	Indicator	Items/instrument
Intention	Y1	Performance of individual behavior	1. Willingness to eat *halal* beef in the following day after the research was conducted.	1. How many times do you intend to eat *halal* beef in the next seven days, Including today?

Variable	Notation	Operational Definition	Indicator	Items/instrument
Self-identity (Religiosity)	Z1	Influence of individual religiosity in shaping the behavioral intention	1. Individual defines their level of religiosity	1.I consider myself a Muslim
Attitude behavior	X1	Attitude shows the importance to perform a behavior	1. Individual feels important to consume *halal* beef 2. Choosing *halal* beef is personal intention	1. *Halal* beef is important to me. 2. *Halal* beef is my personal choice

Variable	Notation	Operational Definition	Indicator	Items/instrument
Subjective Norm	X2	Subjective norm define the personal intention toward the belief of social norms that influence the decision to perform the behavior	1. Individuals take others influence as consideration to consume *halal* beef	1. To what extent do you take the encouragement to eat *halal* beef of the following people or institutions into consideration? (Partner, family, friends, religious authorities, children and the community)
Control Behavior	X3	Control behavior is perception of an individual that controls the intention of performed behavior	1. Individuals' feeling toward the control to perform behavior 2. Availability of *halal* beef in traditional market 3. Availability of information about *halal* beef	1.It is easy to find *halal* beef in Yogyakarta 2.*Halal* beef are available 3.There is sufficient information available on *halal* beef 4. I always have the chance to eat *halal* beef from the traditional market.

3.5. Validity and Reliability Test

Validity test is an indicator to measure variables whether they are valid or invalid. The technique used to test the validity is *Pearson Product Moment* Correlation. The item of question was declared invalid if sig (p-value) ≤ 0.05. Moreover, the reliability test is used to measure the research finding whether it is consistent or not. Indicator can be said as reliable if the value of Cronbach α is greater than or equal to 0.60 (≥0.60).

Firstly, questionnaire were distributed to 40 respondents and later will distributed to 110 respondent as the result of the validity and reliability has been shown. Then, validity and reliability of data collection were tested as explained above. The result of the validity test and reliability test was showing the following result:

Table 3.2

Result of Validity Test

Variable	Item	r count	r table
Attitude	$X_{1.1}$	0.958	0.314
	$X_{1.2}$	0.961	0.314
Perceived Control behavior	$X_{3.1}$	0.972	0.314
	$X_{3.2}$	0.928	0.314
	$X_{3.3}$	0.972	0.314
	$X_{3.4}$	0.966	0.314

Source: Primary data processed, 2015

Based on the data calculation, it showed that the value of r count was larger than r table. It can be concluded that all the questions and the data was valid.

The formula used in the reliability test was Cronbach Alpha formula. The research instruments such as questionnaires were stated realiabel (reliable) if α> 0.60 testing of the questionnaire (Ghozali, 2005). The results of the calculation of figures could be seen in the following table:

Table 3.3

Result of Reliability Test

Variable	*Alpha Crobach*	Critical Value	Conclusion
Attitude behavior	0.913	0.6	Reliable
Perceived control behavior	0.971	0.6	Reliable

Source: Primary data processed, 2015

Based on the result of reliability test calculation above, it can be seen that the value of Cronbach Alpha coefficients on the entire variable was greater than 0.6. With reference to the opinions expressed by Ghozali (2005) all the questions the data in the research variables is reliable. Therefore, the items in these research variables can be used.

3.6. Data Analysis Technique

This research was conducted from both field research and literature research by using secondary data from journals, websites and other printed matters related to the analysis.To analyse the primary data, a quantitative research analysis was taken. The result of the questionnaire survey were analysed by using several analysis first was descriptive analysis, second was multiple linear regression and moderation, the third is *t-test* and *f-test* for hypothesis testing. Regression analysis technique can be used to analyze the direct relationship between a set of independent variables and a single dependent variable (Hair *et al*., 1998). Data processing has done using statistical software SPSS.

3.6.1. Descriptive analysis

Descriptive analysis is a description or explanation of the characteristics of respondents. It was done by creating tables, classifying, and analyzing the data based on the results of the questionnaire which was obtained from respondents by using data tabulation. Descriptive analysis includes data interpretation from the demographic, attitude behavior, subjective norm, perceived control behavior, self-identity (religiosity), and purchasing intention.

This analysis described the respondents' assessment of the variables and attributes of the research, which were consisted of attitude behavior, subjective norm, perceive behavioral control, purchasing intention and self-identity (religiosity). The attributes of the research variables were measured with the lowest score of 1 (strongly disagree), and the highest score is 5 (strongly agree).

Therefore, in determining the criteria of consumer's assessment of research variables, the intervals are as follows:

The lowest score for perception: 1

The highest score for perception: 5

$$\text{Interval} = \frac{5 - 1}{5} = 0.80$$

Therefore the interval scale of perception obtained is as follows:

1.00 – 1.79 = Very Bad

1.80 – 2.59 = Bad

2.60 – 3.39 = Fair

3.40 – 4.19 = Good

4.20 – 5.00 = Very good

3.5.2. Multiple Linear Regression And Moderation

The analysis was used to determine the amount of variables influence (Ghozali, 2005), the following formula of this analysis:

$$Y = b_0 + b_1X_1 + + b_2X_2 + b_3X_3 + b_4 (X_1*Z) + b_5 (X_2*Z) + e$$

3.5.3. F-test

F-test indicated whether all the independent variables simoutaneously influence the dependent varibale in the research framework.

1. When the significance probability < 0.05 then Ho is rejected and Ha accepted.
2. When the significance probability > 0.05 then Ho is accepted and Ha rejected.

3.6.4. T-test

T-test was determined the significance of influence between the independent and dependent variables. The test was done by compared the sig t and significance level which the significance level of this study was 5% (0, 05).

1. If the probability of $t_{count} < 0.05$ Ho rejected and Ha accepted.
2. If the probability of $t_{count} > 0.05$ Ho accepted and Ha Rejected