

CHAPTER III

RESEARCH DESIGN

In this chapter, researcher express in words about the methodology of this study. It covers the research design, participants of this study and data collection techniques.

3.1. Research Design

The study in this research was made to know reading habit and attitude of students in the Accounting program batch 2018. The type of study is a survey that described that completely. The research is done by applying quantitative research method. Some of the previous studies used the same instrument adapted the Adult Survey of Reading Attitude by Smith (1991). The researcher applied quantitative research methods and survey studies because researcher wanted to explore the reading habit and attitude of undergraduate students in Accounting program.

3.2. Population and Sample

3.2.1 Population

Based on data from management Accounting Department, there are 379 of total Accounting program student's batch 2018. The researcher chooses Accounting program batch 2018 because they had to learn about Decision making that needs more literacy, so it is one of the reasons they need more reading. Then they are freshmen which types of reading differently when they are in senior high school. In addition, research about reading habits and attitudes in Accounting program is not yet been held.

3.2.2 Sampling

Based on Hanlon & Larget (2011) a sample consists of individuals in a population. The sample of this research consists of 79 students in Accounting Department 2018 obtained from

a total population of 379 students. In determining the number of samples to be selected, the researcher uses 90% for confidence level and 10% for margin of error. The number of sample for this research is 79 students, by using Slovin formula. Here is the slovin formula for measuring the sample in this research:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{379}{1 + (379) \cdot (0.1)^2}$$

$$n = \frac{379}{4.79}$$

$$n = 79.123$$

Explanation:

n = Number of sample

N = Population

e = Error rate (10% = 0.1)

3.3. Data Collecting Technique

In this part, the researcher explains the data collecting techniques such as instrument, validity and reliability.

3.3.1. Instrument

The explanation on this part explains the ways to collect the data which is used to discover the result of this study. According to Eng (2013) instrument in research is a tool that used to collect information to answer the research questions.

A research instrument of this research used a questionnaire that assuming Google form as an online medium on surveys and questionnaires. This instrument has been tested on 10 students on May 11, 2019, online through Google Form. This is done to revise the instrument, for example changing its editor to be simpler so that it is easy to understand and remove unnecessary items. The results show that it is not difficult to understand.

3.3.1.1 Questionnaire

An instrument to collect the data in this study used a questionnaire. According to Polit and Hunger (1997) as cited in Mbambo (2009) said that a questionnaire is planned to collect information about attitude, knowledge, belief and feeling. It represents a questionnaire is a suitable instrument to discover the attitudes of students toward reading.

The author of this study chooses Adult Survey of Reading Attitude (ASRA) questionnaire which evolved by Smith (1991) 29 items 4 point Likert-scale and Pandian's reading habit questionnaire with 6 items close-ended questions as the main instrument to gather the data. This questionnaire was modified by the researcher through being translated into Bahasa Indonesia. Then the respondents answered based on a four-point Likert-type scale:

1= Strongly Disagree (SD)

2= Disagree (D)

3= Agree (A)

4= Strongly Agree (SA)

The questionnaire accordingly is divided into three domains:

1. The activity of Reading (eleven items) which measured the activity while reading
2. Enjoyment of Reading (nine items) which measured the level to which each person reads for pleasure
3. Anxiety and difficulty in reading (nine items) which measured the level to which the experience problems or becomes upset when reading personally.

3.3.2 Instrument's Validity and Reliability

3.3.2.1. The Validity

According to Messick (1989) stated validity has a number of crucial characteristics that need to be checked and tested. There are three classify of validity such as Content validity, Construct validity, and Criterion validity (Brown, 1996 as cited in Haele & Twycross, 2015). Considering the instrument in this study using a questionnaire, therefore the researcher only checks the content and construct validity

For the content validity, McBurney (1994) stated that concept of behavior theoretically is called content validity. In another opinion said that if each question from the questionnaire suitable with an existing theory it is called content validity (Widoyoko, 2017). According to those statements, the researcher re-checks the questionnaire and the theories from Smith (1991) to inspect the content validity. Furthermore, the ASRA questionnaire is legitimate and can be used in this research.

In the process of determining validity, there is a thesis supervisor as an expert judgment. It aims to make sure that the questionnaire is appropriate to the students. Thesis supervisor suggested translating the questionnaire into Bahasa to make respondents understanding it easier. After that, the researcher conducted a trial online questionnaire for 10 students randomized. The result of the trial showed that the questionnaire easier understanding by them and they had no difficulty in working on the questionnaire.

3.3.2.2. The Reliability

In accordance with Haele & Twycross (2015) reliability dealing with stability of a measure. It is represented that each respondent should have approximately the sample responses in every time the test is completed.

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	78	98.7
	Excluded ^a	1	1.3
	Total	79	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.728	35

Figure 3. 1 Reliability All of Variables

This is the table of the Cronbach' alpha coefficient that can be used as stated by Cohen et al (2007).

Table 3. 1 The criteria of Cronbach's alpha

Cronbach's alpha	Criteria
>0.90	Very highly reliable
0.80 – 0.90	Highly reliable
0.70 – 0.79	Reliable
0.60 – 0.69	Minimally reliable
< 0.60	Unacceptably low reliability

The both of table shows that the questionnaire's items were reliable.

3.4 The Technique for Data Analysis

3.4.1. The Data Indicator

This subchapter shows specific quantification to answer research questions

1. ASRA Questionnaire

Adult Survey of Reading Attitudes (ASRA) Questionnaire is distributed online by sharing links with the students in Accounting program batch 2018. They were access to the link of google form. Infilled the questionnaire need time for about 5

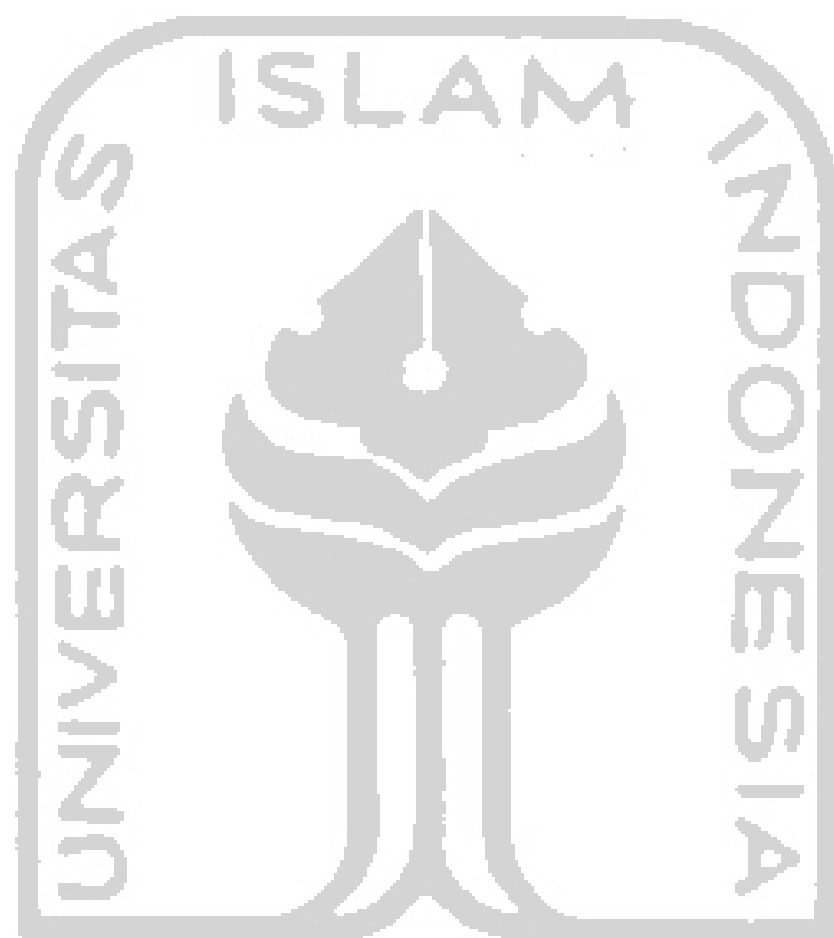
minutes. 1 minute be spent by filled the identity of the respondent and the rest be spent to answer the 29 main questions about reading attitudes.

After filled all of the questions in the questionnaire, the results will be transcribed to Excel to calculate the number of students who involved the type of domain reading activity, enjoyment of reading, or the anxiety and difficulty in reading.

3.4.2 Steps of Data Analysis

The researcher takes some steps in the study:

1. The researcher takes the literature review and finally choose ASRA questionnaire to be the instrument.
2. The ASRA Questionnaire is modified by translated the English question into Bahasa Indonesia.
3. Checking each item periodically in the questionnaire to make sure it is easy to understand.
4. For the data collection, researcher created a link Google form using Google form web (<https://tinyurl.com/yy4rbcw2>).
5. The 35 questions of the questionnaires shared to 100 students in class group Line of Accounting department batch 2018, send the link personally to students and distributed the offline questionnaire to the respondents.
6. To analyze the data researcher used Microsoft Excel to describe the result descriptively and calculating the total of data received from Google form.
7. After the data collected, the researcher determines the Mean used formula=
AVERAGE.



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