# CHAPTER III RESEARCH METHOD

#### A. Research Type

This research is a survey study, where information collected from respondents using a questionnaires. According to Sugiyono (2008), this survey research data collection was carried out using a questionnaires / interview instrument to get responses from respondents. Survey research is research carried out to obtain.

The survey research uses is explanatory research. Explanatory research is research that explains the position between the variables under study and the relationship between one variable and another through testing the hypotheses that have been formulated (Sugiyono,2013).

This study uses a quantitative approach that aims to provide an explanation of the causality relationship between variables. According to Sugiyono (2013), a quantitative approach is a research approach that uses data in the form of numbers and analysis using statistics. This research is uses to explain the effect of price discount, promotion through social media and the service quality of repeat consumer purchasing decision services.

### **B.** Research Variables and Operations Definition

In this study, there are several variables that must be clearly defined before starting data collection. According to Sugiyono (2016) the definition of research variables is: "Research variables are basically anything that is determined by the researcher to study so that information is obtained about it, then conclusions are drawn". There are 3 research variables, namely:

1. Independent Variable

This variable is often referred to as the stimulus variable, predictor, antecedent. In Indonesian it is often referred to as the independent variable. The independent variable is a variable that affects or causes the change or the emergence of the dependent variable. In this study the independent variables are price discount (X1), promotion through social media (X2) and service quality (X3).

a. Price Discount (X1)

Price discount is a price-based sales promotion strategy where customers offered the same product at a reduced price, meanwhile bonus pack is a quantity-based sales promotion strategy where customers are offered more quantity of products at the same price (Mishra & Mishra, 2011).

b. Promotion through social media (X2)

Promotion is a form of communication used by companies or marketers to inform information about goods or service products (images), ideas (ideas) or the involvement of companies and the public that aims to accept and carry out acts as desired by the company (Swastha, 2005).

Social media is content that contains information, created by companies that utilize internet technology, so that it is easily accessible via tablets, notebooks, PCs, even smartphones and is intended to facilitate communication between companies and consumers or the general public. (Miller, Fabian, and Lin, 2009). Measurement of social media uses 4 indicators, namely: context, communications, collaboration, connections (Solis, 2010).

c. Service Quality (X3)

According to Kotler and Armstrong (2015) product quality is the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs. This service quality measurement uses 5 indicators, namely: reliability, responsiveness, assurance, empathy and physical evidence (Tjiptono & Chandra, 2011).

2. Mediating Variable

The mediating variable or intervening variable is a variable that theoretically affects the relationship between the independent variable and the dependent variable into an indirect relationship and cannot be observed and measured. This variable is an interlude that lies between the independent variable and the dependent variable, so that the independent variable does not directly affect the change or emergence of the dependent variable (Sugiyono,2015). The intervening variable in this study is Customer Satisfaction (Z). Consumer satisfaction according to Kotler and Keller (2016) is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations.

3. Dependent Variable

The dependent variable is a variable that is often referred to as the output variable, criteria, consequences. In Indonesian it is often referred to as the dependent variable. The dependent variable is the variable that is affected or that is the result, because of the independent variable (Sugiyono, 2015). In this research, the dependent variable is repurchasing decisions (Y). Buying decision is a decision as a choice of two or more alternative choices. A consumer who wants to make a choice must have an alternative choice (Kalangi, 2010). Purchasing decisions are consumer attitudes in buying or not products from Burger King. The measurement of purchasing decision variables in this study uses 5 indicators, namely: introduction of needs, information seeking, evaluation of various alternatives, purchasing decisions, post-purchase behavior.

No	Variable	Dimension	Indicator	Items
1	Price	Pricing	Pricing given by Burger King	1,2
_	Discount	Discount	Discount and coupons	3,4,5
2	Promotion through	Contexts	How to convey messages to the public	6,7
	Social Media	Communications	Practice in conveying or sharing listening, responding, and developing messages to the public.	8
		Collaborations	Work together between the giver and receiver of the message so that the message delivered is more effective and efficient.	9,10

Table III.1 Research Instrument Grilles

		Connections	Relationships that are established	
			and maintained are ongoing	11,12,1
			between the giver and receiver of	3
			the message.	
3	Service	Reliability	The ability of Burger King	14
	Quality		employees inside serving customers	
			reliably and accurately	
		Responsiveness	Willingness of Burger King	15
			employees to help customers	
			quickly and accurately	
		Empathy	Concern and attention of Burger	16
			King employees to customers.	
		Physical Proof	Appearance of Burger King	17
			employees, products and facilities	
			provided	
		Assurance	The trust that customers feel for the	18
			services of Burger King employees	
4	Satisfaction	Conformity of	Is the level of compatibility	19
		Expectations	between the performance expected	
			by the customer and the perceived	
			customer	
		Revisiting Interest	It is the customer's willingness to	20
			revisit or re-purchase Burger King	
			products.	
		Willingness to	It is the customer's willingness to	21
		Recommend	recommend to friends or family.	
5	Purchase	Introduction of	Product compatibility	22
	Decision	needs	Product availability	
				23
		Information search	Information about the products	24
			offered Information provided	26
		Evaluate various	Purchase needs	26
		alternatives	Satisfaction after buying a product	27
		Buying decision	Has many advantages	28

Scale measurment

The instrument measurement scale is the agreement used as a reference to the existing interval approach in the measuring instrument, so that the measuring instrument when used will produce quantitative data. In research measurement scale used is a Likert scale, which is a scale used to measure the opinion of a person or group of people about social phenomenon. According to Sugiyono (2012) explain that the Likert scale is a measurement method used to measure a person's attitudes, opinions, and perceptions or groups of people about the phenomenal social. Writing quantitative analysis using questions and scores as follows:

- 1. Score 5 refers to strongly agreee (SS)
- 2. Score 4 refers to agree (S)
- 3. Score 3 refers to neutral (N)
- 4. Score 2 refers to disagree (TS)
- 5. Score 1 refers to strongly disagree(STS)

#### C. Population, Sample, and Sample Technique

1. Population

The population in this study are all consumers who have ever bought Burger King products in Surakarta and who only know about Burger King products in Surakarta. Population is a generalization area consisting of; Objects / subjects that have certain qualities and characteristics determined by the researcher for study and then draw conclusions (Sugiyono, 2017).

2. Sample and Sampling Technique

The sample is part of the number and symbols owned by the population . If the population is large, and it is impossible for the researcher to study everything in the population, due to limited funds, energy and time, the researcher can use a sample taken from that population (Sugiyono,2017). Sample of this study is a consumer of Burger King products in Surakarta. This research used 154 respondents because this number is in accordance with the standard amount for research.

In this study, the sampling technique used was a non-probability sampling technique by means of convenience sampling. Non-Probability Sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as samples (Sugiyono, 2016). Convenience sampling, namely sampling that is carried out by chance, that is, anyone who happens to meet the researcher can be used as a sample (Sugiyono, 2016).

## **D.** Sources of Data

1. Primary Data

Primary data is a data source that directly provides data to data collectors (Sugiyono, 2015). In this study the primary data will uses in the form of a questionnaires addressed to Burger King customers or consumers who have ever purchased Burger King products. The questionnaire consists of closed questions. According to Sugiyono (2016), closed questions are questions that expect a short answer or expect the respondent to choose one alternative answer to each available question. Questionnaires were distributed to respondents who were Burger King consumers.

2. Secondary Data

Secondary data are data sources that do not directly provide data to data collectors, for example through other people or through documents (Sugiyono, 2015). This data is used as supporting data from primary data. This data was obtained from news, related journals, and the internet.

#### **E.** Data Collection Technique

Data collection techniques in this study uses a questionnaires. Questionnaires is an instrument for data collection, in which participants or respondents fill out questions or statements given by the researcher (Sugiyono, 2016). Questionnaires are uses to find out respondents opinions. In this case the respondent will answer in the questionnaires provided by the researcher. Questionnaires were distributed to respondents online through social media.

## F. Analytical Tool

Data analysis in quantitative research is an activity carried out after the data has been collected grouping data based on variables and types of respondents. Then the data is tabulated based on the variables of all respondents. In this study using descriptive analysis (Sugiyono, 2015). Sugiyono defines (2014) descriptive analysis as a way of collecting data by means of data arranged then processed and then analyzed to produce a description of the existing problem. Descriptive analysis was used to analyze the characteristics of the Burger King consumers in the city of Surakarta. The data processing of this research uses Structural Modeling (SEM) analysis with the help of the Smart PLS 3.0 application.

According to Ghozali (2006), the Partial Least Square (PLS) method explains that the variance-based structural equation model (PLS) is able to describe latent variables (not directly measurable) and is measured using indicators (manifest variables). The purpose of the Partial Least Square (PLS) is to help researchers to obtain latent variable values for predictive purposes. According to Nils and Frederik (2010) explained PLS is: "A component-based approach for testing structural equation models. In addition, they explained that PLS is based on the idea of having two iterative procedures using the least square estimation for single and multicomponent models". Based on some of the definitions above, it can be said that the PLS analysis model is the development of the path analysis model, there are several advantages to using the PLS analysis model, namely that the data does not have a certain distribution, the model does not have to be based on theory and the existence of indeterminancy, and the number of samples small.

1. Validity and Reliability Test

According to Sugiyono (2013) the validity test is the degree of accuracy between the data that occurs in the object of research with data that can be reported by researchers. Thus valid data is data that does not differ between the data reported by researchers with data that actually occurs on the object of research.

Validity test is used to measure the validity or validity of research. Validity test uses Pearson correlation analysis, the decision to know whether or not the instrument is valid. If at a significant level of 5% the value of r count> r variable, it can be concluded that the instrument is valid.

Reliability is a tool to measure a questionnaire which is indicator of a variable or construct. A questionnaire is said to be reliable or reliable if A person's answer to a statement is consistent or stable over time, (Ghozali,2011). Reliability is an index that shows the extent of the measuring instrument used twice measuring the same symptoms and the measurement results are relatively the same, then the tool the measure is reliable. In other words, reliability refers to the consistency of a measuring instrument in measuring the same symptoms. Cronbach Alpha (a) a variable is said to be reliable if you have Cronbach Alpha> 0.70 (Ghozali,2011).

a. Outer measurement model

The outer model is a measurement model in which the relationship between the indicator and its construct is specified. The result is the residual variance of the dependent variable. Further explanation of the outer model using the Convergent Validity, Discriminant Validity, Composite Reliability tests and Multicolinierity.

b. Inner measurement model

The inner model is a structural model that connects latent variables and describes the relationship between latent variables based on the substantive theory. The structural model is evaluated using the Path Coefficient Test and Hypothesis Test.

1) Path Coefficient Test

Path coefficient evaluation is used to show how strong is the effect or influence of the independent variable on the dependent variable. Meanwhile, coefficient determination (R-square) is used to measure how much the dependent variable is fulfilled by other variables. R-Square or the coefficient of determination is a simple measure and is often used to test the quality of a regression line equation (Gujarati, 2004). The R-Square value provides an overview of the suitability of the independent variable in predicting the dependent variable.

2) Hypothesis Test

Hypothesis testing in this research is done by looking at t statistics and P values. The t test aims to determine how much influence the independent variable has on the dependent variable partially.

a) Multiple Regression Equation

According to Sugiyono (2017), multiple linear regression analysis is used by researchers, if the researcher predicts how the state of the dependent variable will fluctuate (criterion), if two or more independent variables as predictor factors are increased their value decreases (manipulated). Multiple regression analysis will be carried out if the number of independent variables is at least 2. In this study, there is a direct effect, an indirect effect, and a total relationship effect because there are independent variables, dependent variables, and intervening variables. In the PLS 3.0 smart program, the results of hypothesis testing can be generated and viewed through the Path Coefficient of Bootstrapping technique.

b) T test (partial test)

Partial test using the t test is to test how far the influence of one variable is explanatory / independent individually in explaining the variation in the dependent variable. Decision making is based on the comparison of the t value and the critical value according to the significant level used is 0.05. Value-based

decision making probability obtained from the results of data processing through the smartpls as follows:

H0 = The independent variable has no effect on the dependent variable.

Ha = Independent variable affects the dependent variable.Basic decision making:

If probability> 0.05 then H0 is accepted.

If probability <0.05 then H0 is rejected

The probability value of the t test can be seen from the processing results of the smartpls program in the table Coefficient column of sig or significance (Ghozali, 2011).