



UTMH

Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION (ONLINE) SEMESTER I SESSION 2020/2021

COURSE NAME : RESEARCH METHODOLOGY
COURSE CODE : BPB 32403
PROGRAMME CODE : BPA / BPB / BPP
EXAMINATION DATE : JANUARY / FEBRUARY 2021
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF FIVE (5) PAGES

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Q1 Intention-based research proposes that intention can effectively predict technology adoption behaviors and emphasizes examining antecedents to increase technology adoption intention. Intention-based research demonstrates how individual internal perceptions can derive external behaviors. However, individual behavioral intention can be changed due to external social influences. Although current research investigates the impact of social influence on behavioral intention, this investigation views it as usually manipulated as “subjective norm”, which represents the social influence from a particular individual (or individuals) within a group. This kind of manipulation may be regrettable because we may ignore the important influences brought by the group as a whole. Group influences may change individual behavioral intention by the processes of compliance, identification, and internalization. However, current intention-based research devotes less of effort to investigate group influences with other intentional antecedents. To bridge this gap, this study extends intention based research by considering the impact of group influences. Specifically, we examine e-learning technology adoption by extending theory of planned behavior with social identity and social bonds. Survey data collected from 201 e-learning participants is used to verify the developed hypotheses. Our findings suggested that user attitude, perceived behavioral control, subjective norms, and social bonds presented significant positive correlations to e learning intention. In addition, social identity and social bonds could moderate the effect of subjective norms on intention. The findings also indicated that intention enhanced the time for using e-learning technology rather than frequency. (Source: *Chu & Chen, 2016*)

- (a) Discuss **THREE (3)** issues in this study which are the basis of problem statement formulation.

(6 marks)

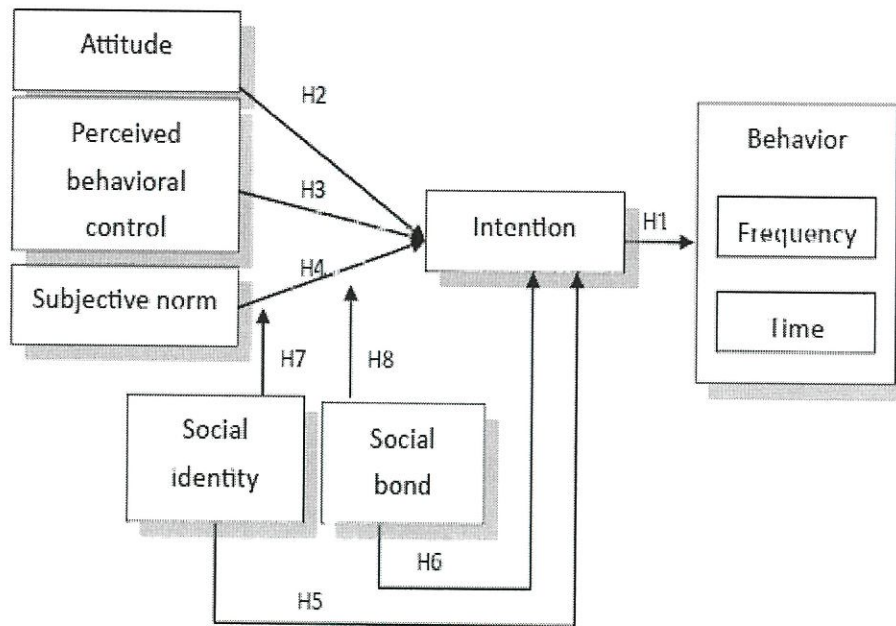


Figure Q1 : Conceptual Framework

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- (b) Determine **TWO (2)** research objectives based on conceptual framework shown in **Figure Q1** and the research described in **Q1**.
(4 marks)
- (c) Formulate **TWO (2)** research questions derived from research objectives as outlined in **Q1(b)**.
(4 marks)
- (d) Identify the dependent and independent variables discussed in this study.
(4 marks)
- (e) Justify the appropriate research approach could be used to achieve the objective stated in **Q1(b)**.
(8 marks)
- (f) The participants of this survey were students enrolled in courses using an e-learning technology as an instructional tool. The potential sampling pool satisfied the following conditions: (1) the course included e-learning activities for more than three weeks; (2) the course applied asynchronous e learning; and (3) the course used the same technology platform.

Determine the sampling technique used in this study and its limitation.
(6 marks)
- (g) Discuss **TWO (2)** major contributions of this study.
(4 marks)

Q2 Vodafone is mobile phone company with the highest number of complaints and marked as the worst landline service provider. According to the latest figures from the regulator, Vodafone received 0.15 complaints per 1,000 for the last three months of 2020. The company wanted to identify the specific problems and take corrective action. The company has asked few researchers to speak with customers and getting the specific problems that the company are facing. Since the problem need to be attended quickly, they have developed a theoretical base, collected relevant detailed information from a sample of 100 customers, and analyzed the data. The results promise to be accurate with at least an 85% chance of success in solving the problem. The researchers will make recommendations to the company based on the results from the data analysis.

- (a) A good theoretical base and sound methodological design add rigor to a purposive study.

Justify whether the above method could achieve a rigor from the context of scientific research.

(6 marks)

- (b) Discuss the precision and confidence level of the case study.

(4 marks)

- (c) Recommend a suitable data collection method if the company wants to improve the research findings and decision-making process. (6 marks)
- (d) Quantitative research focuses more on measurement, reliability and validity. As the saying goes “quantitative research that is not measured empirically cannot be tested empirically”.
- (i) Explain **TWO (2)** types of measurement scale with an example for each. (4 marks)
- (ii) Discuss **TWO (2)** types of reliability and validity. (4 marks)
- (e) A study aims to examine students characteristic (age and gender) and motivation impact toward their performance in the university. You are required to develop a set of questionnaires for the researcher
- (i) Develop the scale you would use to tap the variables. (4 marks)
- (ii) Explain **TWO (2)** techniques to check the goodness of the questionnaire that has been developed? (4 marks)

Q3 David Shen is a business student engaged in a management project for Online Business Services (OBS), a supplier of office equipment to a large group of (international) customers. OBS operates in the business-to-business market. David wants to test the following hypotheses:

H1: Service quality has a positive effect on customer satisfaction.

H2: Price perception has a negative effect on customer satisfaction.

- (a) Define operational definition for “service quality”. (2 marks)
- (b) Justify scaling type suitable for the above case. (6 marks)
- (c) Develop **THREE (3)** survey questions that would measure service quality to support the hypotheses. (6 marks)

- (d) David Shen wants to provide an overview of the gender of the respondents in his sample. The gender is measured like this: What is your gender? (1) male (2) female.

Explain **TWO (2)** quantitative analyses methods that can be used to analyze the collected data.

(4 marks)

- (e) Figure Q3(c) shows the result of reliability analysis for customer differentiation.

Item-total statistics				
	Scale	Scale	Corrected	
	Mean if item deleted	Variance if item deleted	Item-total correlation	Alpha if item deleted
CUSDIF1	10.0405	5.4733	0.2437	0.7454
CUSDIF2	9.7432	5.0176	0.5047	0.3293
CUSDIF3	9.6486	5.3754	0.4849	0.3722
Reliability coefficients				
N of Cases = 1110	N of Items = 3			
Alpha = 0.5878				

Figure Q3(c): Reliability Analysis

- (i) Interpret the above reliability analysis. (4 marks)
- (ii) Suggest to David on how to improve the above result. (4 marks)
- (f) Explain the biases that David could be minimized or avoided during the data analysis stage. (6 marks)

- END OF QUESTIONS -

