



UTHM

Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION SEMESTER II SESSION 2022/2023

COURSE NAME : RESEARCH METHODOLOGY

COURSE CODE : BPB 32403

PROGRAMME CODE : BPA

EXAMINATION DATE : JULY / AUGUST 2023

DURATION : 3 HOURS

- INSTRUCTIONS
1. ANSWER ALL QUESTIONS.
 2. THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSED BOOK**.
 3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK.

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

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- Q1** (a) Quantitative research focuses more on the measurement, sampling, reliability, and validity. As the saying goes “quantitative research that is not measured empirically cannot be tested empirically”.
- (i) Define reliability and validity. (2 marks)
- (ii) Sketch the interaction between reliability and validity from **FOUR (4)** different analogy views. (8 marks)
- (b) Differentiate between probability sampling and non-probability sampling. (4 marks)

Q2 Over the years, employee turnover has been a challenging problem for all businesses and organizations. In the most recent business environment, which is highly competitive, human capital is a fundamental part whereby employers have to take good care of their employees. In the past few years, the turnover rate of employees has increased in various sectors. Recently, the academic and non-academic staff turnover rate at a local university in Selangor, Malaysia, has increased, and the cause for resignation is unclear. This study investigates the employee perception of human resource management practices and their turnover intention. A thorough literature review suggests that performance appraisal, working conditions, training & development, and rewards are the turnover intention determinants in the Malaysian context. The primary data was collected through a survey questionnaire involving 140 academic and non-academic staff. The 5-point Likert scale was used in constructing the items of the survey questionnaire. The majority of the respondents are females between the age of 26 and 35. They are Malays married, have an educational qualification of bachelor's degree, earn between the range of RM 3,500 and RM4,000, and work as lecturers and executives. The Cronbach's Alpha for turnover intention, performance appraisal, working conditions, training and development, and rewards is 0.600, 0.677, 0.774, 0.680, and 0.772 respectively. Pearson correlation shows that turnover intention is significantly negatively correlated with performance appraisal ($r = -0.632$), working condition ($r = -0.404$), training & development ($r = -0.189$), and rewards ($r = -0.102$). The multiple regression model's R-square value is 35.8%. The hypotheses test results reveal a significant relationship between all the independent and dependent variables.

(Source: Sekar et al., 2021)

- (a) Determine **TWO (2)** possible research questions. (4 marks)
- (b) Develop **TWO (2)** possible research objectives that can be derived from the research questions as determined in **Q2(a)**. (4 marks)
- (c) Recommend operational definition of “turnover intention”. (4 marks)

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- (d) Outline the independent variables and dependent variable. (5 marks)
- (e) Illustrate the conceptual framework that links all the variables identified. (6 marks)
- (f) Formulate **TWO (2)** hypotheses (both null and alternative) based on the conceptual framework in **Q2(e)**. (6 marks)
- (g) Describe in detail the steps involved in designing the survey. (12 marks)
- (h) Interpret the finding that stated, “the multiple regression model’s R-square value is 35.8%”, based on the excerpt in **Q2**. (4 marks)

Q3 Anita 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. Anita wants to test the following hypotheses:

H₁: Price perception has a positive significant effect on the customer satisfaction

H₂: Service quality has a positive significant effect on customer satisfaction

- (a) Identify scaling type suitable for the above case. (2 marks)
- (b) Justify the selection of scaling in **Q3(a)**. (6 marks)
- (c) Suggest the Likert scale for satisfaction in **Q3(a)** in appropriate illustration. (3 marks)
- (d) Develop **THREE (3)** survey questions that would measure service quality to support the hypotheses. (6 marks)
- (e) Anita wants to provide an overview of the gender of the respondents in her sample. The gender is measured as follows:

What is your gender?

(1) Male

(2) Female

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

(4 marks)

(f) **Figure Q3** 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 = 111.0		N of Items = 3		
Alpha = 0.5878				

Figure Q3: Reliability Analysis

- (i) Interpret the reliability analysis information based on **Figure Q3**. (3 marks)
- (ii) Suggest **TWO (2)** solutions to Anita on how to improve the reliability result from **Figure Q3**. (4 marks)
- (g) Analyse **THREE (3)** biases that Anita could minimize or avoid during the data analysis stage. (6 marks)
- (h) Outline **THREE (3)** ethical issues to be addressed by Anita while conducting the customer satisfaction survey. (6 marks)

– END OF QUESTIONS –

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