

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Technology advancements are now a regular component of human existence, whether it be for job, recreation, or interpersonal communication. Every civilization now considers communication to be a natural behavior that is even required daily to build human connection and friendship. Communication has become a human need to get information, news, even just to exchange news. Technological changes are still happening and are increasingly felt in various aspects of human life. Technology is something that was created to facilitate humans' ability to meet their needs. Unconsciously, technology will continue to evolve and develop with the times (Merdeka.com, 2021).

Technology advancements is no longer a problem because in the midst of the current era of sophistication in Information and communication technology we are assisted by the Internet. Where the internet makes people connect to each other easily, quickly and at a relatively low cost. The internet is usually accessed by anyone, there is no limit to accessing the internet, therefore humans will be closer and connected to the outside world easily.

There are many devices that we can use to access the internet today. One of the devices that allow us to communicate and also access the internet is a smartphone. Smartphone devices are different from mobile phones or cellphones which only function to make calls and send short messages because a smartphone is a smartphone device that has standard cell phone features and is equipped with

various advanced features such as a web browser, email, Whatsapp, Instagram, Line, a camera, a video recorder, an audio player, data storage, game play, and many other capabilities are included (Statista.com, 2023).

In general, people buy smartphones to help and facilitate their daily activities and also to get a prestige that will provide satisfaction for the owner or even just to meet lifestyle standards. The increasing consumer demand for smartphone products makes smartphone manufacturers / vendors compete to create product lines that can meet consumer needs and at the same time attract consumers to purchase their goods. Every business needs a competitive advantage which is largely determined by the company's ability to provide higher value or even its own uniqueness compared to its competitors.

Apple is a company engaged in hardware and software, including the hardware made by Apple is the iPhone. iPhone is the first smartphone made by Apple, which was launched in 2007. The iPhone tries to enter the market with a different concept, it can be seen from the aspect of price, and the quality of the product. The current iPhone can be said to have a distinctive brand image, because it uses a distinctive information system. The iPhone brand image is number one product because iPhones are made for simple mobility and have a distinctive physical shape, the iPhone brand is often regarded as the best product. iPhone users can quickly recognize and use iPhone items (Britanica, 2021).

Second hand iPhone refers to a used iPhone that has been previously owned and used by someone else. In general, purchasing a used iPhone can be

done through several channels, such as authorized stores that sell used products, online stores, or through direct sales from the previous owner. The price of a used iPhone can be much cheaper than the price of a new iPhone (investopedia.com, 2021). Purchasing second-hand iPhones has become a trend in recent years. This trend is driven by several factors, including the high cost of new iPhones, the desire for a more affordable option, and the availability of second-hand iPhones in good condition.

The iPhone products available in the market can be purchased not only through official distributors but also in used condition. Considering that both Android and iPhone devices in used condition tend to have lower prices, this research focuses on the comparison of used international iPhones with their official distributor counterparts. The term "iPhone ex inter" refers to a type of used smartphone that originates from foreign countries. Typically, these iPhones come from countries such as the United States, United Kingdom, South Korea, Singapore, and Japan. They are directly imported and sold in Indonesia at significantly lower prices (pinhome.id, 2022).

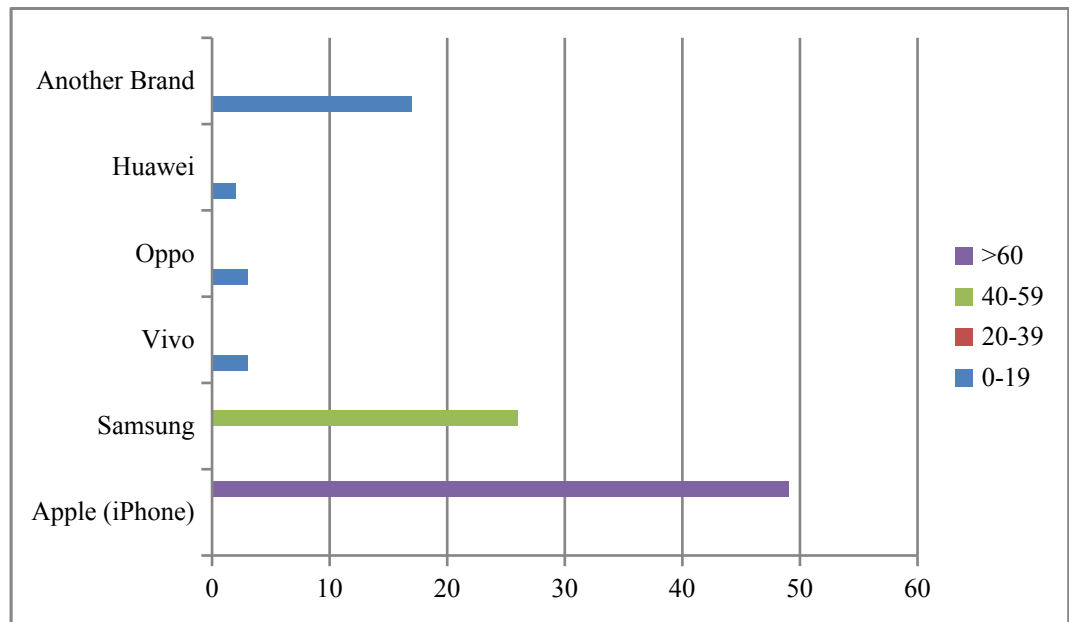
An article on Forbes that talks about second hand iPhones is titled "Why Buying A Used iPhone 6 Might Be The Smartest Decision You Make This Year" by Ewan Spence. The article discusses the advantages and disadvantages of buying a used iPhone, as well as offering tips for buying a used iPhone safely. In the article, the author explains that buying a used iPhone can be a smart decision as it is cheaper than buying a new iPhone. However, buyers need to pay attention to a few things, such as buying from a trusted seller and checking the condition of

the iPhone before buying. The author also highlights some of the advantages and disadvantages of buying a used iPhone, such as the advantage of a more affordable price, but also the risk that the iPhone may have been damaged or have technical issues (Forbes, 2016).

The increasing sales of international second hand iPhones may be attributed to their lower prices compared to official Indonesian iPhones (iBox) (CNBCIndonesia, 2023). However, it should be noted that international used iPhones are pre-owned devices from foreign countries and do not undergo the same rigorous quality control as brand-new iBox iPhones. Additionally, international used iPhones do not come with official Apple warranties, and there is limited knowledge about their previous usage history Aropah et al. (2022). Therefore, careful consideration of the advantages and disadvantages is necessary before purchasing an international used iPhone to avoid future regrets.

According to a study conducted in Ponorogo, the sales of international used iPhones in several stores have been consistently increasing each year Aropah et al. (2023) This trend is also observed in the United States, where sales of used smartphones have risen due to the high prices of new phones with minimal new features. Second hand iPhones, which are pre-owned iPhones that have been repaired and reconditioned by the original manufacturer, are gaining significant popularity among smartphone consumers worldwide.

**Table 1.1**  
**Global Used Phone Market Share In 2022**



*Source: Counterpoint Research 2022*

According to Counterpoint Research, Second hand iPhones captured 49% of the global second hand phone market share in 2022, showing an increase from 44% in 2021. Second iPhones undergo a rejuvenation process and direct inspection by Apple to ensure they perform optimally, similar to new devices.

The rejuvenation process includes retesting all phone functions to meet Apple's manufacturing standards, replacing original spare parts if necessary, and repackaging the device in a new box along with various accessories. According to Apple's official website, the company currently offers several refurbished models from the iPhone 12 series, available in various colors and memory capacities.

However, it should be noted that when purchasing second hand iPhones, including EX international second hand iPhones, the IMEI numbers are often not registered. Therefore, it is essential to check the IMEI number and buy from trusted online stores before purchasing an second hand iPhone.

To gather information about the public's interest in the Second Hand iPhone, an initial survey was conducted in the city of Padang. The survey targeted 30 respondents who expressed their interest in purchasing a second-hand iPhone. This sample size was considered appropriate for the study, providing a reasonable representation of potential buyers in the local market. The survey was designed to collect specific information about the respondents' preferences, requirements, and expectations when purchasing a second-hand iPhone. It aimed to understand factors such as price range, desired specifications, preferred models, and overall satisfaction with previous experiences of purchasing second-hand electronics.

**Table 1. 1**  
**Preliminary Survey in 2023**

	Statement	SD	D	N	A	SA	Total	MEAN SCORE
		1	2	3	4	5		
	Are you interested in buying the current iPhone EX Inter (second hand)?	0	6	4	15	5	30	3.85
	Do you prefer the iPhone EX Inter (second hand) over the new iPhone?	1	4	10	10	5	30	0.58
	Do you have plans to buy an iPhone in the near future?	1	5	10	12	2	30	0.55
	Will you consider the price of the iPhone EX Inter (second hand) offered?	1	2	7	13	7	30	0.63

5	Apple's quality products made me interested in choosing these products	0	0	6	3	21	<b>30</b>	<b>0.75</b>
6	I feel the iPhone Brand Has a Brand Image that is considered good	0	0	5	7	18	<b>30</b>	<b>0.74</b>

*Source : Preliminary Survey (2023)*

A preliminary survey was conducted in 2023 using an online platform, specifically a Google Form, to gather data from 30 respondents. The survey aimed to gather insights and opinions regarding the interest and preferences for the current iPhone EX Inter (second hand) among respondents. The survey included six statements, and participants were asked to rate each statement on a scale from 1 to 5, with 1 representing "Strongly Disagree" (SD) and 5 representing "Strongly Agree" (SA).

Based on the survey results, the statement "Are you interested in buying the current iPhone EX Inter (second hand)?" received a mean score of 3.85, indicating a moderate level of interest among respondents. This suggests that there is a considerable segment of potential buyers for the second-hand iPhone EX Inter. Regarding the preference for the iPhone EX Inter over the new iPhone, the mean score was 0.58. This relatively low score suggests that most respondents showed a preference for new iPhones rather than opting for second-hand devices.

When asked about their plans to buy an iPhone in the near future, the mean score was 0.55. This indicates a relatively low intention to purchase an iPhone among the surveyed respondents. Considering the price of the iPhone EX Inter, the mean score was 0.63, suggesting that respondents do consider the price as

a significant factor in their decision-making process. This implies that the affordability of the second-hand iPhone EX Inter is a crucial consideration for potential buyers. The quality of iPhone products appeared to be a significant factor in generating interest, with a mean score of 0.75 for the statement "iPhone's quality products made me interested in choosing these products." This indicates that respondents recognize and value the quality associated with iPhone devices.

Furthermore, the iPhone brand image was also positively perceived, with a mean score of 0.74 for the statement "I feel the iPhone brand has a brand image that is considered good." This suggests that the iPhone brand has established a positive reputation and perception among respondents. The preliminary survey revealed a moderate level of interest in buying the current iPhone EX Inter (second hand). While respondents generally showed a preference for new iPhones and had a relatively low intention to purchase an iPhone in the near future, factors such as price, product quality, and brand image played significant roles in shaping their decision-making process. These insights can be valuable for further market analysis and understanding the potential demand for second-hand iPhones.

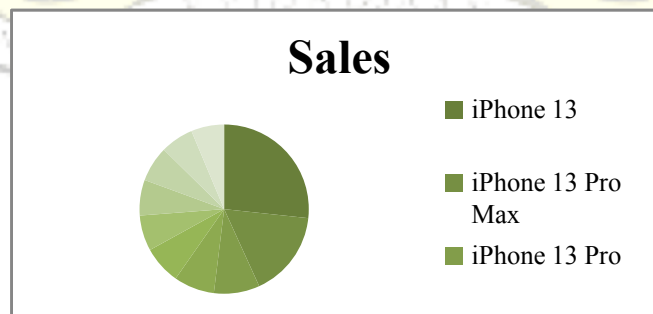
Based on the data that was collected through interviews on second hand iPhone sales in SumbarSmarphone and SaranaSmartphone Padang in 2021, the average Second hand Iphone sales are 100-300 units per month. In 2022, it will increase by 200 units or as much as. In one of the other smartphone stores, which is a store with a smaller scale than before, it also has an increase in demand for iphone purchases every year. Especially the second hand iPhone which always has



fans from year to year. In this store they can sell 40-100 pcs of Iphone per month. With this, it can be said that international Iphone Ex sales in several stores in Padang each year continue to increase.

In this study, the authors have successfully conducted a pilot study of a number of respondents who are interested in purchasing second hand iPhone and conducted a survey at two stores that sell second hand iPhones in the city of Padang. From the results of the pilot study that the authors have conducted, the authors can conclude that the interest in purchasing second hand iPhones in the city of Padang is quite high and the increase in second hand iPhone sales in the city of Padang has increased from year to year.

The iPhone smartphone was chosen as the research subject because, according to data on smartphone sales in Indonesia and around the globe, it is one of the most well-liked brands and its sales are continuing to rise despite the products' relatively high prices. Referring to a survey conducted by the Counterpoint company related to research on the "Global Monthly Handset Sales Tracker" to get the 10 best-selling types of smartphones globally.



**Figure 1. 1Global Monthly Handset Sales Tracker**

Counterpoint's Global Monthly Handset Model Sales report is a comprehensive analysis that examines the global market trends and provides insights into the performance of different mobile phone brands. The report takes into account the sales figures and market share of various smartphone models. According to Counterpoint's Global Monthly Handset model sales (Self Through) T, It demonstrates that Apple, which is ranked top, is the best HP brand, with Samsung coming in second. The results were collect from the large number of total sales of mobile phone products until April 2022.

To ensure success, businesses should strive to have a thorough understanding of the customer's decision-making process, encompassing all stages from initial learning and evaluation to product utilization and even post-purchase experiences. It is at the buying decision stage that the consumer ultimately makes the purchase, making it a critical point for businesses to influence and provide compelling reasons for customers to choose their products or services over competitors. By recognizing the factors that drive the buying decision, such as brand image, product quality, price perception, and customer satisfaction, businesses can tailor their marketing strategies to effectively meet customer needs and preferences, ultimately increasing the likelihood of successful conversions and long-term customer loyalty.

By comprehending the customer's decision-making process, businesses gain valuable insights into the factors that influence purchasing decisions. This understanding enables them to tailor their marketing strategies, product offerings, and customer experiences to meet the specific needs and preferences of their target

audience. In this study, the authors pay attention to brand image, product quality, and price are some of the elements that affect purchase decision. The decision factors for purchasing iPhone smartphones are very much considered in this study in order to produce results that can help sellers and marketers in marketing iPhone smartphones.

Brands have characteristics that distinguish one product from another, even though they are similar. The demand for an increasingly quality product makes companies compete to improve product quality and maintain the brand image of the products they have. Image is the way people perceive (think about) a company or its products. Image is formed to strengthen the brand's position in the minds of consumers, because a strong brand is its ability to create consistent perceptions based on its relationship with customers. A product that can maintain its image to be better than its competitors will provide protection for the product.

At its appearance, the iPhone has an image that will make its users look luxurious and increase prestige. However, with the increasing number of competitors and the increasing number of people who own iPhones, the strength of the image of the iPhone brand has begun to weaken and is now not an expensive and luxury item anymore. And with the emergence of used iPhones from Ex Inter and Refurbish which are currently circulating in the Indonesian market, some people think that the iPhone is not a luxury item anymore. However, the iPhone has spawned a new product that costs up to tens of millions. So that the new iPhone is still considered a luxury item.

"Product quality is the ability of a product to meet or exceed customer expectations. A good quality product is one that is appropriate for the needs and wants of the customer, durable, easy to use, and has the features and benefits desired." (Kotler & Keller, 2021, p.215) because for consumers the priority is the quality of the product itself. While factors like pricing, marketing, and brand reputation can influence purchase decisions, it is the product's quality that determines long-term satisfaction and repeat business. Companies that prioritize product quality, maintain consistent standards, and continually improve their offerings are more likely to gain a competitive edge and succeed in meeting consumer expectations.

Talking about quality, the original iPhone has a good quality level, it is proven that not a few consumers from the backpacker group, Influencers, Social Media Admins, Vloggers, Youtubers and others who use iPhones to help carry out their activities, many users claim to be very satisfied with the quality of iPhone products. They benefit from many things such as smooth and fast iPhone performance, a more secure iPhone system that prevents malware and viruses from entering. Not only that, one of the advantages that characterizes other iPhones is that the camera results are better than Android, even though it doesn't rely on high resolution, but the photos and videos produced by the iPhone are perfect with sharp quality and fairly good low-light. The stability of the camera when recording video is also stable so that it looks like it was recorded with a professional camera. There are also those who judge from the battery life for this product and the

materials used, such as the iPhone smartphone body design which uses high-quality materials.

Several iPhone users complain about existing iPhone facilities such as not being able to send data with other smartphones via bluetooth, all downloaded content is paid for, and the absence of an external memory slot. Refurbished products made by the iPhone make many consumers afraid to buy an iPhone. This happens because refurbished products are products that have been damaged, so consumers doubt the quality of the refurbished iPhone products.

In the minds of consumers, price is an important consideration in buying a product because price is one of the determining factors in bringing up consumer buying decisions. The price of the iPhone product is relatively expensive compared to its competitors, but the iPhone works with a different operating system (iOS) so that the iPhone product has more sophistication than its competitors, especially the Android operating system.

According to an article from Makemac 2022 titled "Apart from Being Cheaper, Here Are 4 Reasons to Buy a second-hand iPhone," the reason why iPhone ex inter is cheaper is that it is a second-hand phone. There are several reasons why second-hand iPhones are priced lower. Firstly, after the launch of a new iPhone, the price of older models tends to drop significantly. Secondly, second-hand iPhones typically have a worse condition compared to new iPhones, with issues like suboptimal battery health or damage to certain parts. Additionally, second-hand iPhones no longer come with a warranty, which means that any repair

costs will have to be covered by the buyer. Moreover, when purchasing a second-hand iPhone, buyers usually do not receive new accessories such as chargers or earphones. Below is a comparison of the prices between new and second-hand iPhones at Sumbarsmartphone, a renowned smartphone store in Padang.

**Figure 1.2**  
**Harga iPhone New vs Second Hand**



Source: Instagram account @sumbarsmartphone

Figure 1.2 illustrates a significant price difference between new and second-hand iPhones at Sumbarsmartphone, a renowned smartphone store in Padang. The price gap is approximately 2 million rupiahs, with second-hand iPhones being more affordable compared to new ones. Based on this observation, it is advisable to consider purchasing a second-hand iPhone if you are seeking a more budget-friendly option. However, it is crucial to exercise caution when buying a second-hand iPhone. It is important to thoroughly inspect the phone's

condition, verify its authenticity, and check if it is locked or not. Additionally, it is worth noting that second-hand iPhones do not come with a warranty, meaning any repairs or damages will be the buyer's responsibility.

However, despite the lower price, there are important considerations to keep in mind when buying a second-hand iPhone. It is crucial to thoroughly check the physical condition and performance of the iPhone before making a purchase. Verifying the IMEI is also important to ensure that the device is not locked, and checking the authenticity of the iPhone is essential to avoid purchasing counterfeit products (idntimes.com, 2022). second-hand iPhones are cheaper due to factors such as price drops, poorer condition, the absence of warranties, and the lack of new accessories. Prospective buyers should exercise caution and perform necessary checks to ensure the quality and authenticity of the second-hand iPhone they intend to purchase.

In recent years, the market for second-hand electronic devices, particularly smartphones, has witnessed significant growth. With the ever-increasing pace of technological advancements and the desire for the latest models, consumers are constantly seeking ways to upgrade their smartphones. This trend has given rise to a thriving secondary market for used smartphones, with the iPhone being one of the most popular choices among buyers.

Understanding the factors that drive consumers' purchase decisions in the second-hand iPhone market is crucial for businesses, marketers, and researchers alike. While previous studies have extensively explored psychological

factors influencing consumers' decisions in the primary market, there is a growing need to investigate how these factors manifest in the context of purchasing second-hand iPhones.

Psychological factors play a pivotal role in shaping consumers' behavior and decision-making processes. They encompass a wide range of internal aspects, including perception, motivation, attitudes, personality traits, and cognitive processes. By delving into the psychological underpinnings of consumers' decision-making when it comes to second-hand iPhones, researchers can gain valuable insights into the complex interplay between human psychology and purchasing behavior in this specific context.

One important psychological factor to consider is perceived value. Consumers' perceptions of value are multifaceted, encompassing both economic and psychological aspects. Economic value refers to the tangible benefits consumers expect to gain from a product, such as cost savings, while psychological value relates to the emotional and experiential benefits associated with owning a particular brand or model. Understanding how consumers evaluate the perceived value of second-hand iPhones will shed light on their motivations and priorities when considering a purchase.

Additionally, trust and perceived risk are critical psychological factors in the second-hand iPhone market. As consumers engage in transactions with individual sellers or online platforms, they must navigate uncertainties related to product quality, authenticity, and seller credibility. Examining how trust is



established and how consumers perceive and manage risks will provide valuable insights into their decision-making processes in this unique context.

Furthermore, consumers' attitudes and social influences cannot be overlooked when studying the purchase decisions of second-hand iPhones. Individuals may hold positive or negative attitudes towards buying used products, influenced by various factors such as environmental concerns, financial constraints, or the desire for uniqueness. Moreover, social factors, including recommendations from friends, online reviews, and social media influence, can significantly impact consumers' decisions to purchase a second-hand iPhone.

To address the research gap and gain a comprehensive understanding of the influence of psychological factors on the purchase decision of second-hand iPhones, a systematic investigation is required. Utilizing both qualitative and quantitative research methods, researchers can collect data from diverse samples to identify and analyze the psychological factors that influence consumers' decision-making processes. By doing so, the findings can contribute to developing effective marketing strategies, informing consumer education initiatives, and aiding businesses in catering to the evolving needs and preferences of second-hand iPhone buyers.

Talking about smartphones cannot be separated from generation Z which is also a market for various smartphone products in Indonesia, because the total population of generation Z will reach one-third of the population in Indonesia detik.com,(2019) In age grouping, there are generational groupings based on age or

year of birth. Putra(2020), classifies generations into several groups. The first group is the silent generation born during wartime where they are surrounded by rules and restraints for their every day actions. The second group is baby boomers, this generation was born in 1946-1964 years. This generation is the generation after the world war and the birth rate soared followed by the development of the world economy. The third group is gen X, this generation was born in 1965-1980 years. This generation lived in the midst of world industrial developments but this generation lived during times of world monetary crises in the span of the 80s to the mid-90s. Next is generation Y or Millennials, this generation was born in 1981-1996 years. This generation was born and grew up in the early days of the development of the digital world with the introduction of the internet.

According to Stillman (2017) suggests that Generation Z is the newest working generation, born between 1995 and 2012, also known as the Net Generation or the Internet Generation. According to the study, Generation Z differs from Generation Y or the Millennials. In Stillman's book, "How the Next Generation Is Transforming the Workplace" (2017), he explains the differences. One key distinction between Generation Y and Generation Z is that the latter is more technologically advanced, possesses a more open-minded mindset, and is less concerned with societal norms.

The emergence of the Internet and digital technologies has shaped the experiences and characteristics of Generation Z. Growing up in an era of widespread connectivity, they have become highly adept at using technology for communication, information gathering, and entertainment. This proficiency with

technology sets them apart from previous generations, allowing them to navigate the digital landscape with ease and utilize online platforms and tools more effectively.

Piper Jaffaray conducts surveys to generation Z twice a year conducted once every six months. This aims to find out the current market conditions that teenagers are interested in which results in data where 83 percent of respondents use iPhone devices PiperJaffaray (2018). One of the consumer segments that use smartphones a lot is the z generation. Generation Z is seen as an intellectual group that must always be up to date to keep up with the rapid changes in information. Among generation Z, the right choice of smartphone is not only a fulfillment of basic needs for information media, but also a primary need and prestige in their respective communities.

Based on the previous research, the prevalence of iPhone usage among the Generation Z population in Padang supports the notion that this demographic is a target market for the product. This observation has piqued the interest of researchers, who are now motivated to delve deeper into this phenomenon. By studying the reasons behind Generation Z's preference for iPhones in Padang, researchers aim to gain a comprehensive understanding of the factors driving this consumer behavior. Judging from the data above, it is found that brand image, product quality, and price are the 3 highest factors that influence purchasing decisions for the selected iPhone according to the results of a pre-survey on Economic Education students. The results of the pre-survey which show that brand

image, product quality, and price perception are reinforced by previous theories and research that these three subjects influence purchasing decisions.

Identification of the problem in this study is the decline in Apple's stock price caused by declining iPhone products that affect sales of iPhone products, the image of the iPhone brand is starting to weaken because the iPhone is no longer an exclusive product, the emergence of refurbished iPhones and Second hand make people start to doubt the quality of the iPhone. In the market, the price of the iPhone is not proportional to the quality it has and has resulted in a decline in iPhone sales, the decline in iPhone purchasing decisions is caused by the emergence of refurbished and second Hand iPhones.

From the description of problem identification that has been stated above, in analyzing purchasing decisions can be achieved through perceived value, trust, brand associations, consumer attitudes, promotions, brand image, product quality, and price perceptions. The problem that will be studied in this research is limited to the influence of brand image, product quality and price perception on iPhone purchasing decisions. This limitation is carried out by considering the theories and the results of previous research reviews and has been explained in the background above.

Based on the above background, the researchers are interested in conducting research with the title **"The Effect of Brand Image, Product Quality, and Price on Purchase Decisions on iPhone Second (Research on Second Hand Iphone users in Padang City)"**

## **1.2 Formulation of the problem**

Based on the limitations of the problem that has been stated above, the formulation of the problem in this study is:

1. How does brand image influence on the purchase decision
2. How does product quality influence the purchase decision
3. How does price influence on the purchase decision
4. How does psychiological factor on the purchase decision
5. How does brand image, product quality, price and psychiological factor simultaneously have a significant effect on purchase decisions?

## **1.3 Research purposes**

The objectives of this research are as follows:

1. To determine the effect of brand image on purchase decisions.
2. To determine the effect of product quality on purchase decisions.
3. To determine the effect of price on purchase decisions.
4. To determine the effect of psychiological factor on purchase decision
5. To determine the effect of brand image, product quality, price and psychiological factor together on purchase decisions.

#### **1.4 Benefits of research**

The benefits expected from this research are:

1. For the development of science

Through this research, it is expected to increase understanding and knowledge of Marketing Management, especially in shaping and building purchasing decisions through product image, product quality, and price perception. In addition, the results of this study can be used as reference material for further research in building purchasing decisions.

2. For Sellers (Third Parties)

The results of this study can be applied by business actors in the Apple iPhone sales business, especially in shaping and building purchasing decisions through strategies for brand image formation, product quality improvement, and price perception.

3. For Researchers

The results of this study are expected to increase knowledge and understanding of the influence of brand image, price perception and product quality on consumer decisions in purchasing iPhone smartphones.

4. For Consumers

This research is expected to contribute to enriching information and studies related to brand image, price perception and product quality before consumers decide to buy iPhone smartphone

## **1.5 The scope of research**

### 1. Theoretical Scope

In conducting this research the focus is to determine the factors that influence purchasing decisions. The variables are brand image, product quality, and price.

### 2. Conceptual Scope

The Conceptual Scope of this research will focus on the Z generation in Padang.

## **1.6 Research Systematics**

In order to make it easier and moderate the forwarding of content, this research is divided into five chapters as follows:

### **CHAPTER 1 INTRODUCTION**

This chapter contains an explanation of the background of the problem, problem formulation, research objectives, research benefits, scope of discussion and systematic writing.

### **CHAPTER 2: LITERATUR REVIEW**

This chapter will explain the theoretical foundations that are relevant to the research discussed. In addition, this chapter will also discuss previous research, developing hypotheses, and the conceptual framework of the research.

### **CHAPTER 3: RESEARCH METHODS**

This chapter contains the research design, population and research samples, types and methods of data collection, identification of variables and their measurements, and techniques to be used.

## **CHAPTER 4 RESULTS AND DISCUSSION**

This chapter contains the results of the process of distributing research questionnaires, general descriptive respondents, and data analysis used to prove the hypothesis.

## **CHAPTER 5: CLOSING**

The last chapter contains conclusions from the research results, research implications, research limitations and suggestions.

