

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

Research is the art and science of finding answers to problems. Research also provides spaces that accommodates the differences between what is meant by research, this is expressed by Taum (1997). And according to Sugiyono (2023), research method is a process of discovery and development to prove science which wil make things easier to understand, prevent problems and solve them.

According to Sugiyono (2023), descriptive research methods are research that does not compare and analyze the relationship between more than one variable, instead it only looks for independent variables. Meanwhile, Shields in Rangarajan (2013) stated that descriptive research is a type of research that studies the nature of the population related to a phenomenon.

Quantitative research is a research method based on the philosophy of positivism, which is used to examine certain populations or samples. Quantitative research uses sampling techniques to collect data which are generally conducted randomly using one (or more) research instrument, where data analysis is statistical with the aim of testing hypotheses that have been previously made, this was revealed by Sugiyono (2023).

Data assessment on this research is needed to determine the job satisfaction of freelance employees and the results of the assessment are included as ordinal scale data which are categorized and classified but there is still a correlation between them.

Referring to Sugiyono (2023), variable is anything that varies in shape according to what is determined by the researcher to be studied, where information will be obtained be used to form a conclusion. According to Arikunto (2016), research variable

is an object in research that becomes the focus of the study. Thereby, the research variable varies corresponding to what is determined by the researcher to study and obtain information on conclusion, and the research variable is the object of the research itself.

Psychological, social, physical, and financial indicators are used to measure job satisfaction in this study.

B. Research Object

The characteristics, traits, and values of a person, object or activity that have variations that have been selected by researchers to study and draw conclusions are referred to as research objects, this was conveyed by Sugiyono (2023).

In this study, psychological, social, physical, and financial factors were used to determine the indicator for job satisfaction.

C. Population and Sample

1. Population

Population according to Ismiyanto (2003), is the whole object or totality of research objects which can be people, objects, or things in which can be collected and used as information or research data. While Sugiyono (2023) stated, population is a generalization area in which there are objects or subjects that have the quantity or characteristics set by the researcher for further study where conclusions will be drawn.

This study will utilize freelance employees at PT Napindo Media Ashatama as research objects. Initial data collected shows that there are around 30 – 53 active freelance employees at PT Napindo Media Ashatama by 2024.

2. Sample and Sampling Collection Technique

Samples referring to Arikunto (2016) are part of representative of a population involved in research. Meanwhile, Sudjana and Ibrahim (2001) stated that sample is part of the reasonable population which have the same traits as the population.

All people in the population or the entire population were taken as samples in the study, so that the sample in this study is 53 freelance employees in PT Napindo Media Ashatama.

The following is the demography table of freelancers at PT Napindo Media Ashatama:

TABLE 1
DEMOGRAPHY DATA OF THE RESPONDENTS
(N=53)

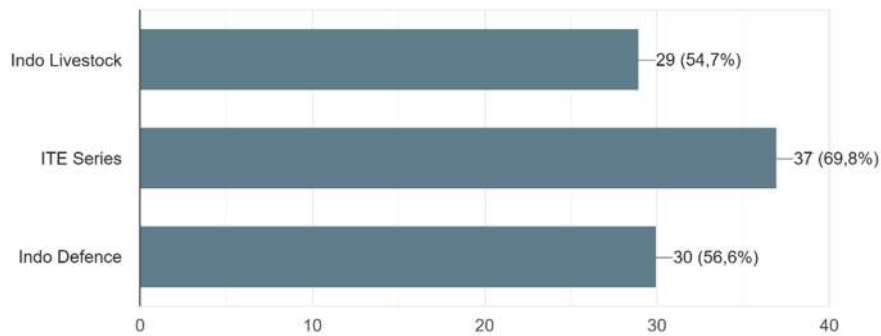
Demography Data	Frequency	Percentage (%)
Gender		
Male	32	60.4%
Female	19	35.8%
Prefer not to say	2	3.8%
Age Range		
Younger than 18 years old	1	1.9%
18 – 25 years old	38	71.7%
26 – 45 years old	12	22.6%

Older than 45 years old	2	3.8%
Domicile		
Jabodetabek	36	67.9%
Outside of Jabodetabek	17	32.1%
Working frequency with PT Napindo Media Ashatama		
1 time	16	30.2%
2 – 5 times	29	54.7%
5 – 7 times	6	11.3%
More than 7 times	2	3.8%

Source : Writer's Processed Data, 2024

The table above indicated that most of the respondents are male with the amount of 32 out of 53 people, which is more than half of the population gathered. In the age range, most of the respondents are around 18-25 years old with the total of 38 people, it can be seen that there is only one person which is under 18 years old and two people older than 45 years old. The respondents are dominated by a group of people domiciled in Jabodetabek with the total of 36 people. It can also be taken that most of the respondent have work 2-5 times with PT Napindo Media Ashatama with the total of 29 person, and it also can be seen that even 2 people of them have worked more than 7 times with the company.

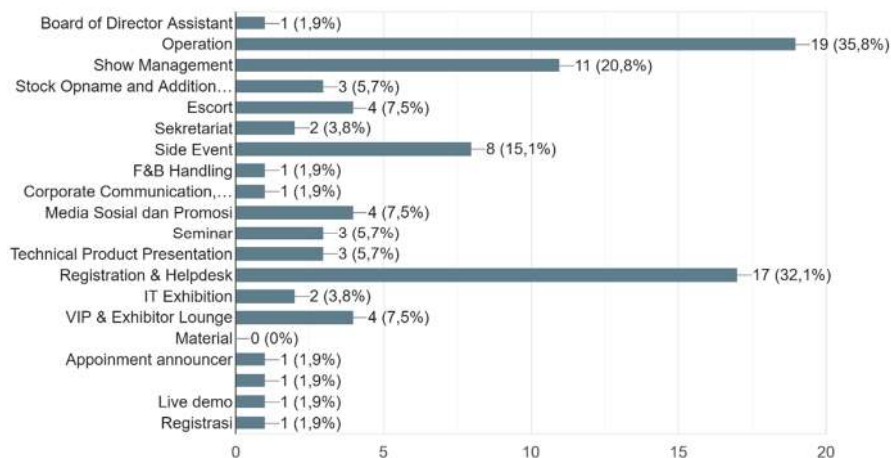
FIGURE 1
FREELANCER'S INVOLVEMENT IN THE EXHIBITION OF PT NAPINDO MEDIA ASHATAMA



Source :
 Writer's
 Processed
 Data, 2024

From the figure above, it could be taken that most of the respondents have worked in the ITE Series, which is including the Indo Water, Indo Water, Indo Renergy, Indo Security, Indo Firex and Indonesia International Smart City Expo dan Forum. The data also shown that Indo Livestock Series hires fewer freelancers to work with considering the fewer number of labor needed, with the total of 29 people.

FIGURE 2
FREELANCER PLACEMENT ACROSS DIVISIONS AT PT NAPINDO MEDIA ASHATAMA



Source :
 Writer's
 Processed Data,
 2024

While the figure above tells that most of the freelancers are placed on the operation division (19 people) and registration or help desk (18 people) during their time working at PT Napindo Media Ashatama.

D. Data Collection

1. Data Collection Technique

Quantitative data collection will obtain structured data and then, the initial data will be converted into numbers, this is revealed by Istijanto (2005). While then according to Widodo (2017), the way to collect research data is by data collection. There are two general methods which can be used to collect data, namely field studies and literature studies. The method that used in this study was survey.

Referring to Tika (2005), survey is a research method that aims to collect data in the form of variables, unit, or individuals at the same time. According to Widodo (2017), survey is a technique to study small to large populations which will be selected to determine the relationship, distribution and correlation between existing psychological and sociological variables.

By using the survey method, questionnaires were distributed in the form of Google Forms to respondents from a predetermined sample, distributing questionnaires to freelancers at PT Napindo Media Ashatama in 2024.

2. Data Collection Tools

The data collection tool that was used in this study is a questionnaire. Questionnaire is one of the ways to collect data by asking written questions to the object of research that will produce answers. Information about the freelance employees job satisfaction at PT Napindo Media Ashatama was collected through questionnaire for this study.

The point rating scale technique will be used as the measurement scale in this study to see the results of job satisfaction of freelance employees at PT Napindo

Media Ashatama. This technique allows the measurement scale to measure the respondent's or research object's perception of something that is not just an attitude/behavioral. Thus, the point rating scale is more flexible and not limited to measuring attitudes (Sugiyono, 2023).

TABLE 2
POINT RATING SCALE USED IN JOB SATISFACTION OF
FREELANCE EMPLOYEE

Value	Statement
1	Very Unsatisfied
2	Unsatisfied
3	Quite satisfied
4	Satisfied
5	Very satisfied

Source : Writer's Processed Data, 2024

E. Operational Variable Definition

Operational variables are characteristics, traits, or values of an object or activity that undergo changes that have been determined by the researcher to be studied and examined before leading to conclusions, this is revealed by Sugiyono (2023). The operational variables formulation serves to measure job satisfaction in this study according to Sutrisno (2015):

a. **Psychological Factors**

This factor is related to the employee psyche, including interests, tranquility in work, behaviors towards work, talents, and skills.

b. **Social Factors**

This factor is connected with social interaction among employees as well as freelance employees, permanent employees and superiors.

c. **Physical Factors**

This factor is related to the employee's physique, job type, time arrangements between work and rest, equipment/supplies, and room or workplace state (e.g., temperature, lighting, airflow).

d. Financial Factors

This factor concerns with employee's assurance and welfare, including wages/salary amount and system, social assurance, various kinds of allowances, facility given, promotion, etc.

Thus, all indicators are used to measure the job satisfaction are interests, tranquility, skills, social among employees and superiors, physique/health, time, equipment, environment, wages/salary, insurances, accommodation and promotion. The following is a presentation of the operational variable of the job satisfaction of freelance employees at PT Napindo Media Ashatama:

TABLE 3
MATRIX OF OPERATIONAL VARIABLE

Variable	Sub-Variable	Dimension	No.	Label	Indicator	Instrument
Job Satisfaction	Psychological	Interests	Q1	IT1	Employee is interested in exhibition	Questionnaire
			Q2	IT2	Employee is interested in the industry of the exhibition	
		Tranquility	Q3	TQ1	Employee feels at peace doing their job	
			Q4	TQ2	Employee feels at ease towards the job pressure	
			Q5	TQ3	Employee feels at ease with the workload given/ had a clear job description	
		Skills	Q6	S1	Employee feels that their skills aligned with their job	
			Q7	S2	Employee feels their skills evolving with their job	
	Social	Communication	Q8	C1	Employee had a good communication with their colleague	

			Q9	C2	Employee had a good communication with their superiors	
		Relationship	Q10	R1	Employee had a good relationship with their colleague	
			Q11	R2	Employee had a good relationship with their superiors	
	Physical	Health	Q12	H1	The workload matches employee physical capacity	
			Q13	H2	Health facility are provided for employees	
		Time	Q14	TM1	Employee had a clear and reasonable work time/shift	
			Q15	TM2	Employee had a fair share of break time	
			Q16	TM3	Employee had a fair and clear share for overtime working	
		Equipment	Q17	EQ1	Employee is provided the right equipment for their job	
			Q18	EQ2	Employee is given equipment in perfect condition for their job	
		Environment	Q19	EV1	The work environment is comfortable for the employee	
			Q20	EV2	The work environment is clean for the employee	
			Q21	EV3	The work environment is safe for the employee	
	Financial	Wages/salary	Q22	W1	The wages given is enough and retrieved well with workload	
			Q23	W2	Overtime fee is provided	
			Q24	W3	Transportation needs (e.g. parking fee, fuel, etc.) is provided	
			Q25	W4	Meal is provided	
		Insurance	Q26	IS1	Work safety assurance is provided	
		Accommodation	Q27	A1	Employee is given accommodation during event	
			Q28	A2	Employee is given a crew room in the venue	
		Promotion	Q29	P1	Employee had an opportunity for further freelance vacancy	
			Q30	P2	Employee had an opportunity for further	

					career in the company (permanent job)	
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Source: Writer's Processed Data, 2024

F. Data Analysis

1. Data Analysis Technique

Descriptive statistics was used in this study, according to Sugiyono (2023) descriptive statistics is used to analyze data by providing an overview or description of the data that has been previously collected. Descriptive statistics can be used if the researcher wants to describe the sample data only, and does not want to make a conclusion that apply to the population from which sample was taken.

The function of descriptive statistics, among others, is to classify a variable data based on their respective groups from the original (unorganized) and easy to interpret meaning by people who need information above the state of the variable. In addition, descriptive statistics also functions to present information in such a way that the data generated from research can be utilized by other people in need.

Descriptive statistics are used to analyze how is the job satisfaction of freelance employees at PT Napindo Media Ashatama.

The continuum line is used by researchers to create a range scale on the job satisfaction of freelance employees at PT Napindo Media Ashatama with the following calculations:

$$P = \frac{Range}{Total\ Class}$$

$$P = \frac{(53 \times 30 \times 5) - (53 \times 30 \times 1)}{5}$$

$$P = \frac{7950 - 1590}{5} = \frac{6360}{5} = 1272$$

2. Data Analysis Tools

Statistical Package for Social Science (SPSS) software was used in this study to facilitate the data processing that has been obtained.

3. Data Quality Assesment

a. Validity Test

The validity test according to Sugiyono (2023) determines the accuracy of data from a research object and data reported by researchers, or it can be said that valid data is the same of no different from data collected directly from the object of research and data reported by researchers. The product moment formula is used to measure validity as follows:

$$r_{xy} = \frac{n \sum x_i y_i - (\sum x_i)(\sum y_i)}{(n \sum x_i^2 - (\sum x_i)^2)(\sum y_i^2 - (\sum y_i)^2)}$$

Remarks:

r_{xy} : Correlation between x and y

X : Item score

Y : Total score of items obtained

$\sum x^2$: Total square of X value

$\sum y^2$: Total square of Y value

This validity test is using a total of 30 respondents which resulting in 0,361 used as the significance standard. The SPSS (Statistical Package for Social Science) program was used to test the validity with the following results:

TABLE 4
VALIDITY TEST

Source : Writer's
Processed Data,

Questionnaire Number	Correlation Standard	Item Correlation	Validity
1	0,361	0,746	VALID
2	0,361	0,740	VALID
3	0,361	0,770	VALID
4	0,361	0,601	VALID
5	0,361	0,521	VALID
6	0,361	0,735	VALID
7	0,361	0,623	VALID
8	0,361	0,466	VALID
9	0,361	0,672	VALID
10	0,361	0,688	VALID
11	0,361	0,531	VALID
12	0,361	0,713	VALID
13	0,361	0,864	VALID
14	0,361	0,849	VALID
15	0,361	0,771	VALID
16	0,361	0,809	VALID
17	0,361	0,859	VALID
18	0,361	0,885	VALID
19	0,361	0,721	VALID
20	0,361	0,581	VALID
21	0,361	0,793	VALID
22	0,361	0,667	VALID
23	0,361	0,914	VALID
24	0,361	0,701	VALID
25	0,361	0,442	VALID
26	0,361	0,762	VALID
27	0,361	0,396	VALID
28	0,361	0,498	VALID
29	0,361	0,564	VALID
30	0,361	0,541	VALID

2024

Referring to Arikunto (2016), reliability is an instrument that is sufficient to be trusted and to be used as a data collection tool because the instrument is considered good, reliable and trusted. With Cronbach Alpha formula to test reliability as follows:

$$r_i = \left(\frac{K}{K-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Remarks:

r_i : Instrument reliability

K : Number of items question

$\sum \sigma_b^2$: Number of items

σ_t^2 : Total items

The research instrument can be said as reliable if the Cronbach Alpha results produce a number above 0.60, this is revealed by Muslihah (2018), using SPSS program, the reliability results are obtained as follows:

TABLE 5
RELIABILITY TEST

Alpha Cronbach	Reliability	Reliability
0,60	0,964	Reliable

Source : Writer's Processed Data, 2024

G. Research Schedule

TABLE 6
RESEARCH SCHEDULE

Activities	2024					
	July	Aug	Sept	Oct	Nov	Dec
TOR Submission						
Development of Research Proposal						
Research Proposal Seminar						
Research Permit Submission						
Data Collection						
Data Analysis						
Development of Final Project						
Final Project Submission						
Final Project Examination						

Source: Writer's Processed Data, 2024