

Penelitian Kuantitatif

Pendahuluan

- Paradigma dasar → Positivistis
- Metode yang digunakan → deduktif
- Generalisasi , pengukuran
- Mengukur variabel

Karakteristik Penelitian Kuantitatif (Neuman, 2014):

- ❖ *Researchers test hypotheses that are stated at the beginning.*
- ❖ *Concepts are in the form of distinct variables.*
- ❖ *Measures are systematically created before data collection and are standardized*
- ❖ *Data are in the form of numbers from precise measurement*
- ❖ *Theory is largely causal and is deductive.*
- ❖ *Procedures are standard, and replication is frequent.*
- ❖ *Analysis proceeds by using statistics, tables, or charts and discussing how what they show relates to hypotheses.*

Hal Penting dalam Penelitian Kuantitatif

- Hipotesis → Hipotesis teoritis, hipotesis statistik, hipotesis penelitian
- Variabel → jenis variable, hubungan antar variable, skala pengukuran variabel
- Populasi dan sampel → ukuran sampel, teknik penarikan sampel
- Metode analisis data → univariat, bivariat. Multivariat

Tahap Penelitian Kuantitatif



Beberapa contoh model hubungan antar variabel

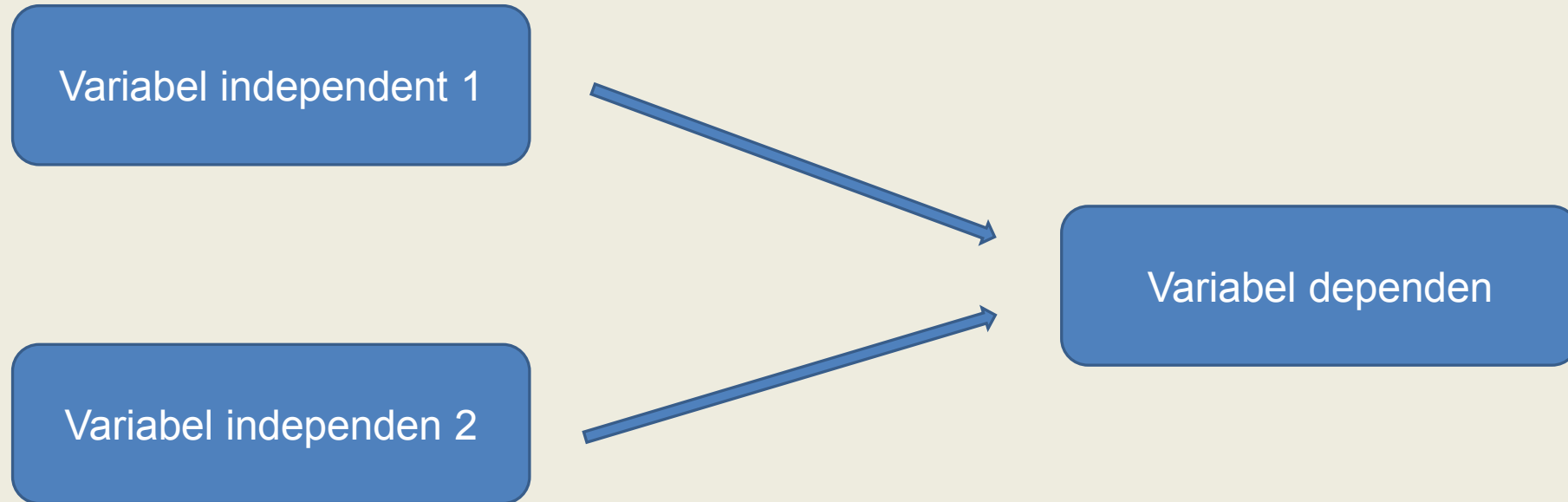
Hubungan bivariat



Contoh:

Pengaruh Corporate Brand terhadap Minat Beli produk Elektronik (Studi pada followers akun @.....)

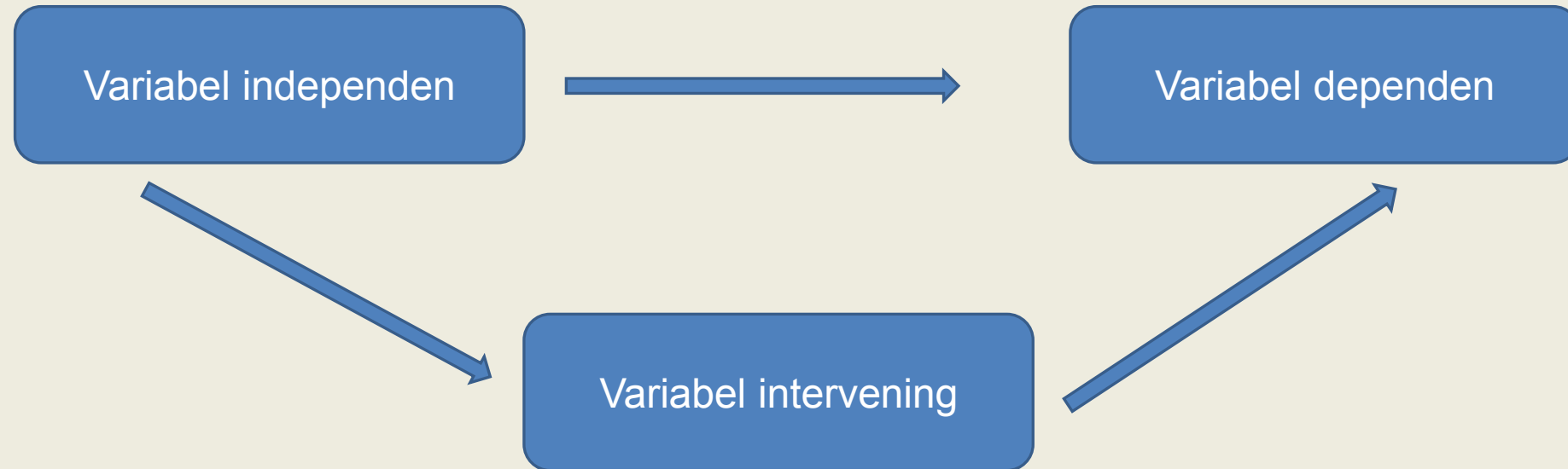
Hubungan Multivariat



Contoh:

Pengaruh Iklan dan Celebrity Endorser Terhadap Minat Beli (studi pada)

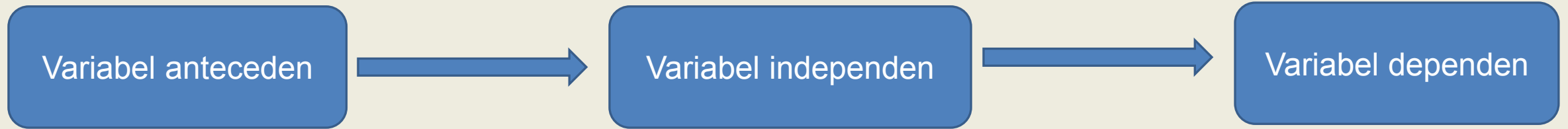
Hubungan Multivariat



Contoh:

Pengaruh Promosi Melalui Media Sosial Terhadap Loyalitas Pelanggan Melalui Kualitas Produk (studi pada)

Hubungan Multivariat



Contoh:

Pengaruh Media Sosial terhadap Perilaku Bullying Remaja berdasar Tingkat Pendidikan (Studi pada)

Terima Kasih
