4.4 Formulation of Research Objectives and Benefits

Research Objectives:
- To explain the ultimate goal to be achieved by the researchers after the study completed
- To give an idea of the target firm and the scope of research

Research objectives formulate techniques :
- Short and specific
- Directed to answer the problems that have been formulated

Example:
- Title: Effect of Customer Relationship Management on Student Loyalty
- Problem Formulation: How Customer Relationship Management, How Loyalty, How much influence does the Loyalty Customer Relationship Management Students
- Objective: To analyze the effect of customer relationship management to student loyalty.

IV. RESEARCH STEPS

Research benefits :
• To explain the benefits / contributions to be derived from the results of the research and who will get the benefit

The research benefits formulate techniques :
•Mentioned in detail those who get the benefits and what benefits can be gained from the research
•   The benefits can be attributed to the orientation of research, whether it has contributed to the development and application of science and technology, development of institutional / organization or for solving practical problems / supporting development, etc.

IV. RESEARCH STEPS

Example :
- Title: Effect of the Academic Information Systems to the UNPAS student satisfaction
- Problem Formulation: How influence the information systems academic to the satisfaction of UNPAS students
- Objective: To Learn and Analyze Information Systems Academic Related the Student Satisfaction in Unpas

Research benefits :

For UNPAS Academic Administrator

Information about academic information system is expected to be used to support academic performance so that managers can improve academic and management services in UNPAS

For Lecturers

The results of this study are expected to provide information on academic information systems and student satisfaction, so that improvements can be made that it is not optimal.

4.5 Literature / Theory Analyze

Purpose :

• To search for theories / concepts / generalizations that can be used as a theoretical basis / framework for research to be conducted

• To search for appropriate methodologies to research to be conducted

• To compare the facts on the field with existing theories

➔ *Done by reading literature sources*

Literature Source :

• General Reference Sources: Text Book, Encyclopedia, Monograph etc.
   (Source of the theories and concepts)

• Special Reference Sources: Journal, Bulletin, Thesis, Dissertations, Scientific Magazine, Research Reports, Seminar Papers, Internet etc.
   (Source generalization)

IV. RESEARCH STEPS

Good Literature Sources:

•Themes and topics relevant to the research

• Advanced / Uptodate (not the source of literature that is outdated)

• Weighted scientific

Research quality is not determined by how many libraries are used

It should be noted :

• When quote the material from literature sources should hold ethics Scientifics (include the source, author's name, year, etc.)

•Researchers should avoid plagiarism practices

Remember: Not all literature can be used as a reference source of research

IV. RESEARCH STEPS

4.6 Hypothesis Formulation

Hypothesis :

➔ Allegations / Temporary Conclusion / Preliminary Conclusions

Hypothesis Definition :

• The temporary answer to the problem while the validity of research should be empirically tested through an analysis (based on field data)

• Conclusions that are still temporary and needs to be tested empirically through an analysis (based on field data)

Hypothesis function :

• To provide limits and minimize the scope of the research
• To facilitate the collection and processing of data
• To know the type, number and relationship research variables
• To determine the dependent variable to be in control

IV. RESEARCH STEPS

Good Hypothesis :

- Formulated from theories / concepts that already exist, so relevant to the facts
- Formulated in the form of a statement (statement) short and simple
- Prevailing in the population level so as to have a high power of prediction
- Reflecting on the relationship between variables
- Can be tested to prove the true / false

Not All Research Needs Hypothesis :

- Descriptive research, Explorative, some experimental research / action etc.

Not All Researchers Able to formulate hypotheses :

- The absence of a framework / concepts that are relevant to the theme of the research
- Researchers are not able to use an existing theoretical framework
- Researchers are not able to master the appropriate research methodology

IV. RESEARCH STEPS

Not All Hypothesis Proven / Can acceptable :

• The theory is outdated and irrelevant

• Data collecting tool for empirical test is invalid

• The data is outdated and not reliable

• Sampling is not appropriate or too small

• The formulation of the problem is not in line with theory underlying

• The design does not meet the assumptions of the data processing

• The facts do not fit the theory that is used as a reference, etc

IV. RESEARCH STEPS

Sources Hypothesis: can be prepared / formulated from

- Theory research
- Facts based on observation or experience of researchers
- conjecture and researchers knowladge
- The results of research predecessor/ previous relevant

Sample hypothesis :

- There is a significant relationship between value STTB SLTA with Student
- There is no difference in the speed of sorting data using methods
   Bubble Sort with metode Shell

Hypothesis Testing Techniques :

- By using statistical tests (t check, F check, χ^2 check, Z check etc)

TASK

1. Why in a reaserch should be formulated goals?

2. In designing the usability research, what are the targets to be achieved by the research?

3. What is mean hypothesis, (min 3 expert opinion)

4. how to formulate the correct hypothesis?

5. Obtained or based on any hypothesis formulation?

6. How to apply the correct theory?

7. Give an example of a hypothesis ?