4. Methodology

4.1 Chapter overview

The chapter four will discuss further on research design, data collection technique, research approach, survey instrument employed for this research study. This chapter mainly focuses on how the primary data for the study is collected.

4.2 Research approach

According to the department of statistics, Klang Valley (KL and Selangor) account for 47% of the service industry in Malaysia (**Table 4.1**) and thus the *author* decides to draw sample mainly from Klang Valley since this area may adequately provide reliable data inputs that can best represent the Malaysia population.

The sampling was mainly carried out in University Malaya main campus and city campus using stratified convenience sampling method. Using this method, the selection of respondent for this study was based on the appropriateness of research objectives with regards to respondents' previous experience in buying a service bundle. Respondents were asked to indicate their past experience in purchasing a service bundle and only qualified candidates were considered for participation in the sampling process.

State	Agriculture	Mining and Quarrying	Manufacturing	Construction	Services	Total
Johor	14.3	0.2	11.3	10.5	8.8	9.3
Kedah	4.6	0.1	4.3	3.2	3.4	3.4
Kelantan	4.8	0.0	0.3	1.0	2.5	1.8
Melaka	1.9	0.0	4.9	2.9	2.3	2.8
Negeri Sembilan	3.4	0.0	7.3	3.2	2.9	3.8
Pahang	10.3	0.1	5.0	3.4	4.4	4.6
Pulau Pinang	2.2	0.0	15.3	4.9	6.9	8.1
Perak	10.0	0.2	3.8	3.4	6.5	5.4
Perlis	1.9	0.0	0.2	0.4	0.6	0.5
Selangor	5.0	0.4	28.0	37.8	23.2	22.1
Terengganu	3.1	0.1	3.3	3.6	2.8	2.7
Sabah	18.9	13.0	1.8	2.8	5.2	5.9
Sarawak	19.4	22.6	10.0	7.0	6.1	9.4
WP Kuala Lumpur	0.1	0.1	4.0	15.8	23.8	14.8
WP Labuan	0.2	-	0.3	0.1	0.5	0.4
Supra*	-	63.1	-	-	-	4.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

*Supra State covers production activities that beyond the centre of predominant economic interest for any state in Malaysia.

Table 4.1 GDP contribution by state

(Source: Department of Statistics, Malaysia, www.statistics.gov.my)

4.3 Research design

A well thought research design will provide an excellent blueprint for fulfilling research objective, as such the *author* decides to adopt quantitative approach since the price bundling theories are well developed and it is relatively easy to construct a conceptual framework from there. The survey instrument of which we will discuss in detail later on was a self-administered questionnaire that was distributed to respondents in the form of market research and the primary data collected will be the input for SPSS.

4.4 Data collection

Self administered questionnaires were distributed in a form of pen & paper survey and the respondents are participating on a voluntarily basis. The respondents of this study are given absolute assurance that their inputs will be given anonymity and the results

are used mainly for academic purpose. Prior to the actual survey, the researcher has performed a pilot test with a sample size of 40 and sorted out several technical gliche on the questionnaire. The edited questionnaire is then distributed to the respondent during the period of September to November in year 2011.

4.5 Data analysis

Data was interpreted using Statistical Package for Social Studies (SPSS) version 17 and all the data used in this study was screened in order to identify potential outlier or missing value.

4.6 Survey medium

In assuring content validity, the survey instrument in the current study will be designed following a systematic and structural approach. With reference to the previous study in purchase intention, the *author* has adapted some items that relevant to this study and forward a draft copy of questionnaire for review by a group of competence individuals (fellow researchers, supervisor and data analysis experts) and a pilot survey with a sample size of 40 on the amended questionnaire was carried out prior to the actual data collection.

The questionnaire asked respondents to approach the questionnaire basing on a preset scenario of a service bundle to ensure that all respondent are consistent in drawing their conclusion. Through this guided questionnaire, the respondent will answer in

accordance to the criteria listed in the scenario rather than referring to the personal experience of each individual which may lead to inconsistent measures. In addition, the *author* intends to adopt a six-point likert scales for the individual item and the option will be ranging from ''strongly disagree'' (value 1) to ''strongly agree'' (value 6).

The questionnaires item on perceived value are with reference to the research instrument use in Tai (2011), Ha and Jang (2010) and Dodds, Monroe, and Grewal (1991); Perceived usefulness from Teo (2010); perceived quality, from Lee et al. (2006); and Perceived risk, from Shivraj et al (2001). The scenario simulation for leisure traveling service bundle is a new approach specifically design for this research project, by showing 2 contrasting scenario to respondent: (A) Leisure traveling with a service bundle and (2) Leisure traveling without service bundle.