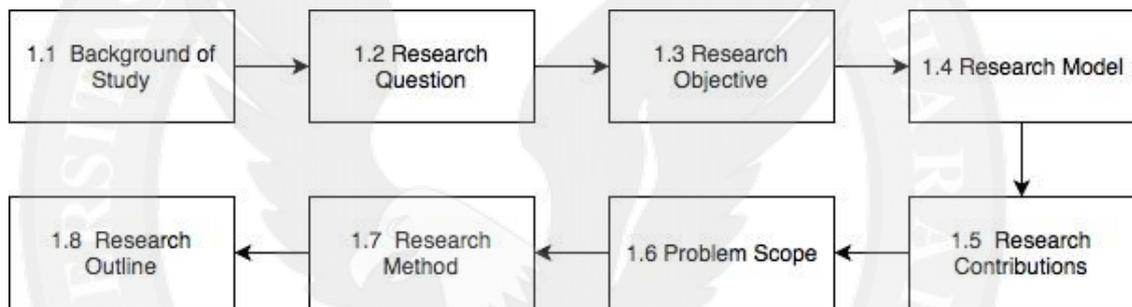# CHAPTER I

INTRODUCTION

This chapter outlines the entire framework of this research. It covers the background of study, research question, research objectives, research model, research contributions, problem boundaries, research methods, and the systematic writing process of the consecutive chapters in this research.

Figure 1.1 Chapter I: Research Methodology Flowchart Outline
Source: Develop for this research (2018)

1.1 Background of Study

Equipped with the ability to create opportunity for individuals to access internet and having interaction with others, smartphone is the tools that is crucial for living in this digital era. Smartphones has transformed the conventional ways of communicating by providing the new way of interacting which is through virtual environment and digital identities. Through smartphone, people could find enjoyment and doing their daily chores like grocery shopping or even studying.

The further development of smartphone itself has improved many sectors even in academic world.

One of the many things that is within smartphone capability is the usage of mobile application. The number and popularity of mobile applications is rising dramatically at the same time as there is an accelerating rate of adoption of smartphones (Zhao *et al.*, 2017, p.32). The current population of Indonesia is 267,597,794 as of Tuesday, October 16, 2018, based on the latest United Nations estimates (Worldometers, 2018). Out of 267,597,794 people living in Indonesia, the second largest population acting as an active smartphone users are from the age group of 25-34 years old which reached the total of 32,3 million users in the research done in 2017 (APJII, 2017).

Still from the APJII (2017) from the survey conducted to know the behavior of Indonesian smartphone users, activities of the smartphone users varied from chatting, using social media, browsing for photos and videos, using search engine, operating their email. From the economic point of view, Indonesian smartphone users utilizes their smartphone for economic related activities too; on a survey conducted by Mastercard Indonesia, 58.5 percent of smartphone users have actively used their mobile phones for online shopping over the last three months (Hamdi, 2017).

Based on a survey, it is known that in 2017 individuals that is considered as successfully penetrated Indonesian internet users namely: within the age range 13-18 years old 75,50% and 19-34 years old 74,23%. The high number of penetrated Indonesian internet users from the age range of 13-18 users and 19-34

who are supposedly still in the educational life and most of whom are residing in Java island have become the main attraction of this research (APJII, 2017). Dr. Adrian Ward, a cognitive psychologist and associate professor of marketing at the McCombs School of Business, co-authored a research showing that even the presence of smartphones in a place destined for studying can lower the learning ability, logical reasoning, abstract thinking, problem-solving, and creative capabilities (Ward *et al.*, 2017).

Either indirectly or directly, the problematic use of smartphone or in this case smartphone addiction is the cause of various problems in terms of mental health, campus life and interpersonal relationship (Choi *et al.*, 2012). According to the phenomenological research results regarding smartphone addiction, problematic behaviors such as desperate efforts to connect with others, excessive time spent on smartphones, losing temper, psychological disorders and disruptions in daily works were reported (Ko *et al.*, 2012).

Therefore, it can be assumed that inappropriate use of mobile phones in the classroom environment will affect students in a negative way (Gokçearslan *et al.*, 2016). Cyberloafing might include communicating with peers through social networks, browsing through websites or the action of online shopping, etc and all those impact students negatively (Blanchard and Henle, 2008; Tindell and Bohlander, 2012). There are factors affecting cyberloafing which are texting on smartphone during class, and social network using that are in the form of texting (Junco, 2012; Tindell and Bohlander, 2012; Yılmaz *et al.*, 2015).

While there are studies in which factors affecting cyberloafing behaviours have been studied, research about the relation of cyberloafing to smartphone addiction is limited (Gökçearslan *et al*., 2016; Gökçearslan *et al.*, 2018). In addition how certain personal traits, self-regulation affect smartphone addiction is not well enough known (Gökçearslan *et al.,* 2016). There is also a limited research regarding the connections between the self efficacy and cyberloafing (Yılmaz and Yurdugül, 2018; Gökçearslan *et al.*, 2016).

Therefore, there are two reasons why this research is appropriate to be done. The first reason is because of there is only limited research which examined the relation of cyberloafing to smartphone addiction; also it is not known clearly the connection between self-regulation and general self-efficacy. Hence, this study aims to analyze the effects of cyberloafing, self-regulation, and self-efficacy on smartphone addiction of the Pelita Harapan University undergraduate students.

1.2 Research Question

Based on the background of study above, researcher formulates a few research questions as stated:

1. Does the duration of smartphone usage has a positive effect on smartphone addiction?

2. Does self-regulation has a negative effect on smartphone addiction?

3. Does self-regulation has a negative effect on cyberloafing?

4. Does cyberloafing has a positive effect on smartphone addiction?

5. Does general self-efficacy has a positive effect on cyberloafing?

1.3 Research Objectives

The objectives of this research is to fulfill the end result wanted which are:

1. To know if the duration of smartphone usage has a positive relationship on smartphone addiction.

2. To know if self-regulation has a negative relationship on smartphone addiction.

3. To know if self-regulation has a negative relationship on cyberloafing.

4. To know if cyberloafing has a positive relationship on smartphone addiction.

5. To know if general self-efficacy has a positive relationship on cyberloafing.

1.4 Research Contributions

Every research must be done in order to give solution for a problem faced by an industry Marketing research is use to connect the information gotten from the market to the reality faced by the industry, therefore from the marketing research, it can be used as the base in solution making for a problem faced by the industry (Hair *et al.*, 2009, p.4). Furthermore, in doing research the first step is to identify the problem. After defining the problem, the next step is to find the information related to the research and this step is called making the literature review (Hair *et al.*, 2009, p.48).

Literature review is there for supporting empirical evidence with theories in giving out solution for certain problem in research (Malhotra, 2010, p.51).

Another use of literature review of the previous theory and previous research lies in the variable choosing, variables,and suitable hypothesis for the research itself. Based on Malhotra (2010, p.51), theories, variables, and hypothesis attained from literature review may be used as research model.

This research is replicated from the previous model researched by Gokçearslan *et al.* (2016) which focuses on the smartphone addiction that is affected by cyberloafing and personal traits. This model is unique because there is still limited research focusing the smartphone addiction through cyberloafing and personal traits which makes this research beneficial for the academic life. The other reason why replication is allowed is because according to King (1995, p.382), replication is important because if the empirical basis could not be reproduced, the conclusions drawn are of no used to the discipline.

The main contribution of this study in academic life, is to give new understanding regarding to the related issue. Based on Shaughnessy *et al.* (2009, p.53), some theories are meant to have a long life, however, the value of that theory to the academic life need to be questioned. Based on the previous statement, this research aims to replicate model based on the previous existing model so that this research is accepted in academic world with all the current development and growth. Another contribution of this research is to test the previously built theory or research model from the previous researches.

This importance of model testing out of previous researches is supported by the statement in (Shaughnessy *et al.*, 2009, p.53): Theory works best when it could be tested with logic and empirical testing. Therefore, this research is aiming

to research the previous research of Gokçearslan *et al.* (2016) to know if the previously made model could be stated as a good model. This research is done also to understand if the previous research was conducted in the manner of a proper condition and whether it could be applied to different condition.

1.5 Scope of the Research

Due to the limited time and resources, researcher narrowed down the scope of the problem so that the accurate analysis will be attained for this research. Analysis of this research is narrowed down to actively registered as undergraduates student of Pelita Harapan University with the possession of smartphone capable of accessing internet. The object researched is smartphone addiction. The reason of using smartphone addiction as the research object is because there is no research yet that determine the relation between cyberloafing, self-regulation, self-efficacy on smartphone addiction (Gokçearslan *et al.,* 2016).

1.6 Research Methods

In research method, there are two types of paradigm available to be used which are qualitative and quantitative (Zikmund and Babin, 2010, p.94). This research is using quantitative paradigm which a research done by theory testing or hypothesis testing with numbers and analysed statistically. In the quantitative paradigm itself there are three types of research design which are exploratory research, descriptive research, and causal research (Hair *et al.,* 2009, p.50-51).

This research will use descriptive research design. There are three reason of the researcher decision to choose descriptive research design.

Since the paradigm of this research is quantitative the three reasons will be based on Hair *et al*. (2009, p.154) the main goals of quantitative research is to make accurate forecast regarding to the correlation between market factors and behaviors, gaining meaningful insights into those relationships, validating relationships, and hypotheses testing which has gone through the development construction, scale measurement, questionnaire design, sampling and statistical data analysis. Primary data is the research data that are collected by the researcher using a method which connect the variable in the study with the study objective (Sekaran and Bougie, 2016, p.111).

In this research the type of data that the author will be using is primary data with the survey method. In this research the method used was self-administered questionnaires and electronic questionnaires due to the limited time that used to finish this research, time efficiency compared to interview, and less cost and resource in doing the research. Sample unit of this research is the undergraduates student of Pelita Harapan University which is researched for knowing their smartphone usage, personal traits, cyberloafing habit and its connection to smartphone addiction. This research is using non probability sampling method which each elements of the population do not have the same probability (Sekaran and Bougie 2016, p.240.)

According to Sekaran and Bougie (2016, p.160), non-probability sampling contains judgment sampling which method of sampling is used when there is

only a limited number category of the certain people that have a certain information. In this research interval scale will be the method that will be used for measurement. The reason why researcher are using interval scale because interval scale can measure the distance between each of the characteristic of the object that will be used in the research (Malhotra, 2010, p.284). In this research the type of interval scale that we will be use is likert scale.

1.7 Research Outline

    To simplify and give out the clear outline, this research is conducted using systematic approach which is divided into five chapters as stated below:

CHAPTER I : INTRODUCTION

    This chapter outlines the entire framework of this research. It covers the background of study, research question, research objectives, research model, research contributions, problem boundaries, research methods, and the systematic writing process of the consecutive chapters in this research.

CHAPTER II : LITERATURE REVIEW

    This chapter explains all the theories used as the theoretical base of this research. In this chapter, supporting theories which are marketing, digital marketing, consumer behavior, personal traits and addiction will be explained.

CHAPTER III : RESEARCH METHODOLOGY

This chapter elaborates the research methods used in this study such as the research objects, type of research, variable measures with its conceptual definition and operational definition, technique of questionnaire-making, sampling design, data collection and the method used to analyze or solve the research problem in this study.

CHAPTER IV : RESULTS AND ANALYSIS

This chapter contains data analysis of the variables researched and problem solution, all of which derived from the statistical examinations done with the data collected.

CHAPTER V: CONCLUSION, IMPLICATIONS, AND FUTURE RESEARCH

The final chapter consists of the conclusion drawn based on the research results discussed in the previous four chapters, research theoretical and managerial implications, limitations of the study and directions for future research.