

CHAPTER III

RESEARCH METHODOLOGY

3.1. METHODS OF DATA COLLECTIONS

The writer used quantitative method to research this study. According to Sibanda (2009) “Quantitative research focuses on gathering numerical data and generalizing it across groups of people.” The questionare were close- ended questionnaire. According to Siniscalco & Auriat (2005) closed (or multiple choice) questions ask the respondents to choose, among a possible set of answers the response that most closely represents his/her viewpoint. The respondents were asked to thick the answer they want. This method offers simple alternatives such as ‘Yes’ or ‘No’.

3.2. PARTICIPANTS

The participants in this research were customers of *Enak-enak* cafe. The writer gave questionnaires to 30 customers because the number of the customers coming to the writer’s café was 30 customers

3.3. INSTRUMENTS

According to Fraenkel, Wallen, & Hyun (2012) The process of gathering data is called instrumentation, and the instrument itself is the tools that the researcher uses to gather the data. In this study, The writer used questionnaire to collect the information from the customers of the Café. This research conducted through quantitative method. The writer gave some close questions for the customers of the Café who gave their opinion about menu written in English. The

reason the writer chose closed questionnaire for the customers is because it save time and energy considering the number interviewed customers were 30 people and it helps to limit the answers as well.

3.4. RESEARCH PROCEDURE

The writer used this step while examining the data which are described below

1. Designing Questionnaires

According to (Boynton, 2004), questionnaires provide objective result about people's knowledge, beliefs, action and behavior. To gain the information from the customers' side, the writer made a questionnaire. The writer made twelve statements and gave five options for the participants to express their opinions. The questions are in Indonesian language considering that Pekalongan is small town which people know only local and Indonesian language. The writer used Likert-scale as follows:

1. Strongly Agree (5)
2. Agree (4)
3. Neutral (3)
4. Disagree (2)
5. Strongly Disagree (1)

2. Piloting

Before collecting the data, the writer did a pilot study to know if the questionnaires valid or not. The invalid statements of the questionnaire were dropped. The writer did a pilot study with 10 potential customers who had similar

characteristic to the main target. Therefore, the writer came to Valentine boarding house, which inhabitants are mostly Pekalongan people. After collecting the data, the writer did a pilot study by using SPSS referred to Cronbach's Alpha reliability level. The result of pilot study was analyzed using SPSS and is attached below.

Table 1

Data Validity of Pilot Study

Item	Corrected Item –	R Product	Information
	Total Correlation	Moment Value	
Q1	0,637	0.576	VALID
Q2	0,772	0.576	VALID
Q3	0,697	0.576	VALID
Q4	0,884	0.576	VALID
Q5	0,730	0.576	VALID
Q6	0,795	0.576	VALID
Q7	0,213	0.576	INVALID
Q8	0,842	0.576	VALID
Q9	0,855	0.576	VALID

Q10	0,794	0.576	VALID
Q11	0,127	0.576	INVALID
Q12	0,754	0.576	VALID

Based on the table above, the questionnaire had 2 invalid statements which were Q7 and Q11. The writer decided to drop those invalid statements without making any revisions because it will take more time to design other questionnaire. So the writer decided to use those 10 valid statements in the questionnaire that would be distributed to *Enak-Enak Cafe* customer.

However, not only validity, reliability is also needed to distribute a questionnaires. Reliability is the degree in which the test is consistently measured whatever is measured (Gay, L., Mills. G. & Airasian, 2006). In order to be a reliable research, one requirement is that the instrument must be consistent and dependable. The writer did the reliability test by referring to Cronbach's Alpha.

Table 2

Cronchbach's Alpha Reliability Level

Interval Cronbach's Alpha	Criteria
> 0.9	Very High
0.7 – 0.9	High
0.5 – 0.7	Moderate

< 0.5

Poor

The reliability level of the questionnaire is attached below:

Table 3

Data Reliability

Variable	Alpha's Cronbach	Information
Customer's Opinion about menu written in English in a cafe	0,909	Very High

3. Analyzing and interpreting the data

Since the writer had conducted the piloting and distributed the questionnaire, then the writer calculated and analyzed the obtained data using SPSS (Statistical Product and Service ver. 20).

3.5 DATA ANALYSIS

After collecting all data required, the writer analyzed the data using descriptive statistics. According the data obtained from the questionnaires, the writer analyzed the data by identifying, interpreting, and making the conclusion about the customers' perception on menu written in English in Enak-Enak cafe. The writer did use descriptive analysis to know the answer of the problem formulation. The analysis focused on how the respondents' perception on menu written in English in Enak-Enak cafe.