

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

In this study, the writer used a quantitative study in order to know shoppers' perception of frozen food. According to Creswell(2009), Qualitative research study means finding and understanding the meaning of each individual or groups about some problems. In another side, a quantitative research study collects numerical data that must be analysed to help draw the study's conclusions (Albers, 2017). The writer decided to use descriptive statics to analyse the data of Shoppers' perception of Frozen Food. The writer distributed the questionnaires and examined the data using SPSS.

#### 3.1 Data Collection

The writer chose quantitative method research on this study by distributing questionnaires because it saves time and energy, considering the participants were 30 people.

##### 3.1.1. Population and Sample

This study will need 30 shoppers who have familiar with frozen foods. The writer targeted them because they must have more knowledge about frozen food.

##### 3.1.2. Instrument

There are so many types of research instruments. According to Wilkinson & Birmingham(2003), types of research instruments are divided into five types that are interviews, questionnaire, observation, focus group discussion, and content analysis. However, the writer chose to use questionnaires in this research. There are two types of questionnaires that are close-ended and open-ended. The writer chose a closed-ended

questionnaire to find out Shoppers' perception of Frozen Food. The writer provided five options in each statement in the questionnaire, namely the Likert Scale. Those are :

- a. Strongly Agree = 5
- b. Agree = 4
- c. Neutral = 3
- d. Disagree = 2
- e. Strongly Disagree = 1

### 3.1.2 Procedure

The writer started the research by designing close-ended questionnaires about Shoppers' perception of Frozen Food as the first step. The second step is that the writer did a pilot study in order to validate the questionnaire. The third step is that the writer distributed the questionnaire to the shoppers as the participants and collected it. The fourth step is the writer processed the questionnaire by using SPSS application in order to know the frequency distribution of each item. The writer also analysed the result of the questionnaire using descriptive statistics in which mean, median, and mode were found. The last step is the writer interpreted the data. The questionnaire will be considered valid if r value is more than 0,631.

**Table 1.**

*Validity Table Result*

*Shoppers' Perception of Frozen Food.*

<u>No.</u>	<u>Statements</u>	<u>Rvalue</u>	<u>Rtable</u>	<u>Interpretation</u>
Q1	Frozen Food menghemat waktu memasak. (Frozen food saves cooking time.)	0,709	0,631	VALID
Q2	Frozen Food sama bergizinya dibandingkan dengan makanan segar. (Frozen food is as nutritious as fresh food.)	0,736	0,631	VALID
Q3	Membeli Frozen Food akan lebih menghemat uang. (Buying Frozen food is not wasting money.)	0,686	0,631	VALID
Q4	Frozen Food sama segarnya dibandingkan dengan makanan segar. (The quality of frozen food is as good as fresh food.)	0,788	0,631	VALID
Q5	Frozen Food tidak mahal.	0,697	0,631	VALID

(Frozen Food is not expensive.)

Q6 Frozen Food adalah produk 0,709 0,631 VALID  
makanan yang enak.

(Frozen Food is tasty food.)

Q7 Frozen Food lebih 0,808 0,631 VALID  
dapatbertahan lama

daripada makanan segar.

(Frozen food has a long shelf life than fresh food.)

Q8 Frozen Food dapat 0,758 0,631 VALID  
dibekukan lagi setelah dicairkan.

(Frozen Food can be frozen again after thawed.)

Q9 Frozen Food dapat 0,681 0,631 VALID  
mengurangi pembuangan

sisa makanan.

(Frozen Food can reduce food wasting.)

Q10 Frozen Food memiliki efek 0,757 0,631 VALID  
negatif yang harus diwaspadai.

(Frozen Food has negative effects which must be watched out for.)

**Table2.**

*Reliability Table Result*

*Shoppers' Perception of Frozen Food*

Reliability Statistics	
Cronbach's Alpha	N of Items
.875	10

The Cronbach's Alpha value for the questionnaire is 0.875.

**3.3 Method of Data Analysis**

In order to analyse the data, the writer used descriptive statistics. The application that the writer used is SPSS 20to find the mean, median, and mode. The table and graphs would show the mean, median, and mode to give clear illustrations about the opinions of the shoppers about frozen food. Once the writer found the mean, median, and mode, the writer interpreted the data. The last step is to make some conclusions about Shoppers' perception of Frozen Food. Since the Likert scale that the writer used is 1-5, so when the mean that the writer got is 3, it means that the Shoppers' perception of the item is neutral. When the mean is more than three, that means the perception of that item is positive. Last, when the mean is less than three, it means that the perception of that item is negative.