

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Data Collection

For collecting the data about the customers' satisfaction and service quality, the writer used quantitative method for this research. Creswell(2009) stated that quantitative method involves the process of collecting, analyzing, interpreting and also giving the result of a research or study. This method also needed sample and survey to ensure that the data collected is completed.

##### a. Participants

As the topic of this study is related to barbershops in which only men that can cut their hair, the writer chose 30 men as the respondents of the research. For this study, the writer chose the purposive sampling. According to Cohen, Manion, & Morrison (2007), purposive sampling enables the researchers to handpick the respondents based on the judgment and the characteristics they seek for the research.

##### b. Instrument

The writer used questionnaire as the instrument to achieve the objective of the study. The questionnaire was aimed to figure out what are the service dimensions that the respondents like as the customers of barbershops in Semarang. As questionnaire is used for collecting the data, the writer used close-

ended questionnaire about the customers' satisfaction in choosing barbershops in Semarang. Reja, Manfreda, Hlebec, & Vehovar(1992) stated that close-ended questionnaires limit the respondents to give answers to the set of alternatives given. It made the respondents answer the questions easily and quickly. The writer also used interview done to 10 respondents to get detailed and thorough data about the factors people choose specific barbershop.

**c. Procedure**

In order to conduct the research, there were some steps that the writer will do as follows:

1. Constructing the questionnaire

The writer made a questionnaire consisting of around 20 questions related to the dimensions of service quality that the respondents value in choosing a barbershop.

2. Piloting the questionnaire

The writer piloted the questionnaire to 10 people who do not belong to the respondents in order to check the validity of the questionnaire.

3. Distributing the questionnaire to the respondents

Then the writer distributed the questionnaire to all participants.

In this research, the writer gave it to people who like to cut their hair regularly in barbershops in Semarang.

4. Analyzing the validity and reliability

Before analyzing the data, the writer analyzed the validity and reliability of the instrument. The writer used R table to check the validity level of the questions and Cronbach's Alpha to check the reliability of the data. The writer chose 10 respondents as the piloting respondents. The validity value of 10 respondents is 0.707. The statement will be considered valid when the value of significance is higher than the value in R-table. The formula for checking the validity check is  $df = n - 2$ . N is the total participants of the pilot study. As the writer used 10 respondents, it means  $df = 10 - 2 = 8$  with a significance level of 5%. The significance level of 5% is used because the social studies usually come with 5% significance level. In order to check the data reliability, the writer used Cronbach's Alpha. A statement is considered as a reliable statement if the value is more than 0.60 as seen in the table below.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Figure 1: Cronbach Alpha Reliability Level

Table 3.2.1

*Validity Table Result*

Statement	R value	R table	Information
The barbershop has modern looking equipment.	0.770	0.707	VALID
The barbershop features are visually appealing.	0.798	0.707	VALID
The cashier employees are neat appealing.	0.842	0.707	VALID
The billboard is visually appealing.	0.703	0.707	INVALID
The barbershop has clean and neat building.	0.906	0.707	VALID

Table 3.2.2

*Tangibility Dimension*

*Reliability Table Result*

*Tangibility Dimension*

**Reliability Statistics**

Cronbach's Alpha	N of Items
,640	5

Table 3.2.3

*Validity Table Result*

*Reliability Dimension*

Statement	Rvalue	Rtable	Information
When the barbershops promise to cut in a certain time, they do.	0.692	0.707	INVALID
When you have problems, they show sincere interest in solving it.	0.644	0.707	INVALID
The barbershop does the transaction right the first time.	0.827	0.707	VALID
The barbershop provides its service they promise to do.	0.809	0.707	VALID
The barbershop gives error free transactions.	0.827	0.707	VALID

Table 3.2.4

*Reliability Table Result*

*Reliability Dimension*

**Reliability Statistics**

Cronbach's Alpha	N of Items
,662	5

Table 3.2.5

*Validity Table Result*

*Responsiveness Dimension*

Statement	R value	R table	Information
Employees tell you exactly when the haircut will be done.	0.788	0.707	VALID
Employees in the barbershop give prompt service.	0.942	0.707	VALID
Employees in the barbershop are always willing to help.	0.885	0.707	VALID
Employees are never too busy to respond your request.	0.743	0.707	VALID

Table 3.2.6

*Validity Table Result*

*Responsiveness Dimension*

**Reliability Statistics**

Cronbach's Alpha	N of Items
,721	4

Table 3.2.7

*Validity Table Result*

*Assurance Dimension*

Statement	R value	R table	Information
The behavior of the employees build confidence in yourself.	0.747	0.707	VALID
You feel safe with your transactions.	0.739	0.707	VALID
Employees in the barbershops are polite to you.	0.896	0.707	VALID
Employees have the knowledge to answer your questions.	0.788	0.707	VALID

Table 3.2.8

*Validity Table Result*

*Assurance Dimension*

**Reliability Statistics**

Cronbach's Alpha	N of Items
,636	4

Table 3.2.9

*Validity Table Result*

*Empathy Dimension*

Statement	Rvalue	Rtable	Information
When the barbershops promise to cut in a certain time, they do.	0.798	0.707	INVALID
When you have problems, they show sincere interest in solving it.	0.818	0.707	INVALID
The barbershop does the transaction right the first time.	0.714	0.707	VALID
The barbershop provides its service they promise to do.	0.776	0.707	VALID
The barbershop gives error free transactions.	0.746	0.707	VALID

Table 3.2.10

*Validity Table Result*

*Empathy Dimension*

**Reliability Statistics**

Cronbach's Alpha	N of Items
,702	5

From table 3.2.1, statement number 4 is invalid. Table 3.2.3 there are 2 statements that are invalid, they are statement number 1 and 2. As there are three invalid statements, the



writer decided to omit the invalid statements from the questionnaire. Then the writer will distribute the questionnaire to 30 respondents.

### **3.2. Data Analysis**

The result of the questionnaire was analyzed by using SPSS in order to get the data about the customers' satisfaction and the service quality in barbershops in Semarang. The writer used the descriptive statistics to find the frequency which was described in table and also graphics. These descriptive statistics were aimed to answer the research questions about the service dimensions implemented in barbershops in Semarang.

